

## Press Release:

# Couchmans Acts on Prozone Deal to Create Global Industry Leader

Date of Release: 30 June 2011

Couchmans LLP, the market leading specialist sports law firm, has advised its French client, Sport Universal Process (SUP), on its acquisition of the well-known football player tracking and performance analysis company Prozone Sports from Sky Blue Sports and Leisure. Prozone counts clubs such as Manchester United, Arsenal and Barcelona amongst its clients, whilst SUP, through its own player tracking analysis service Amisco, services the likes of Chelsea, Bayern Munich and Inter Milan. SUP stated that the deal would create a "global industry leader in sports data and performance analytics".

Satish Khandke, Head of Couchmans' Sports Ventures Group, said "SUP has been a client of the firm from its and our very early days. It is very gratifying to help a client to grow over a number of years from a relatively small business to the point where it can execute such a significant and high-profile transaction as this one to become a global force in its field. Whilst we have been involved in some very high-profile matters for relatively new clients recently, I am glad that a longstanding client such as SUP remained confident that we continue to be best-placed to advise it on its legal matters, and particularly on this key transaction. I think that shows that we really do provide a high quality service to all of our clients at all stages of their development".

Thomas Schmider, the President of SUP, added: "Couchmans have advised us for a number of years on a variety of matters and we were always confident of their ability to help us to complete this latest and extremely significant step in our growth. However, the ability of Satish and his team to deliver the legal advice in the context of the commercial deal and stay focused on the ultimate objective of getting the deal done was key to getting the deal 'over the line'. We will certainly be continuing to use Couchmans as our key advisers going forward as we seek to grow the SUP / Prozone business into a global leader".

For further information contact:

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## **Note to Editors**

**Couchmans LLP is a commercial law firm based in London offering specialist legal advice to the sports, sponsorship and media industries internationally. The leading independent legal directories say the following about the firm:**

*“The UK’s leading sports boutique”* (Legal 500)

*“If you want someone who knows the sports business inside out, these are the guys to call”*  
(Chambers & Partners)

*“Formidably strong line-up ... the firm dominates the commercial side of the sector”* (Legal 500)

*“A phenomenal sports practice ... there is clear, blue water between Couchmans and rival boutique sports firms ... the firm acts for some of the best known names in the sports industry”* (Legal 500)

*“The premier sporting boutique ... extremely commercial, increasing the value of every deal with the knowledge it brings”* (Chambers & Partners)

*“Remarkably successful at a time when other firms have been looking to exit the sports market ... winning business model”* (Legal 500)

*“The achievement of this firm is incredible ... the country’s number one sports boutique”* (Chambers & Partners)

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