

Press Release:

Couchmans Saddle Up for British Champions' Series Legal Role

Date of Release: 22 October 2012

Couchmans LLP, the market-leading specialist sports law practice, advised the flat racing venture British Champions' Series Limited on various key aspects of its structuring and commercial rights development, including the multi-million pound title sponsorship of the British Champions' Series by QIPCO, a private investment company owned by the Royal Family of Qatar.

The British Champions' Series is the exciting new format for British flat racing which culminates annually in the hugely successful British Champions' Day, Britain's richest ever race day, the latest event taking place on Saturday 20th October in front of a sell out crowd at Ascot.

A team comprising members of the Commercial, Corporate and Sports Marketing groups at Couchmans has worked closely with the client for over two years to help make the Series a reality.

Chris McFadden, Chairman of British Champions' Series Limited said, *"It was hugely beneficial for us to be able to use a single law firm for all aspects of the creation of the Series. I can't think of many other firms that would have been able to provide a range of specialist services such as this to the same standard. The team at Couchmans provided fantastic support throughout and they really impressed me with the depth of their understanding of the issues involved and our particular priorities and concerns. Their advice was always pragmatic, concise and to the point and I look forward to continuing to work with them on other areas of the Series in the future."*

Nic Couchman, Chairman of Couchmans LLP said *"In recent years Couchmans has worked on the creation of major new formats and series in sports as diverse as cricket, motorsport and hockey. We feel our ability to provide specialist advice in a full-service context on matters such as these is unique in the marketplace and can add significant value for our clients. The British Champions' Series is a hugely exciting proposition in that it pulls together iconic individual races in a novel format and manages at the same time to preserve the historic importance of each race. The excitement generated by the recent QIPCO British Champions' Day is testament to the Series' success"*.

For further information contact:

Nic Couchman, Couchmans LLP: nic.couchman@couchmansllp.com

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)

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

Website: www.couchmansllp.com