

Press Release:

Couchman Harrington Helps Triathlon Achieve World Championship Series Success

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Couchman Harrington Associates ("CHA"), the leading sports business law firm, has acted for The International Triathlon Union (the world governing body for triathlon) on its groundbreaking deal with Lagardere Sports. The long-term deal provides for the development and launch of a new annual ITU World Championship Series comprising a series of international events and a Grand Final. Lagardere Sports has acquired media and marketing rights to the ITU World Championship Series and will deliver to the ITU live television production and distribution services to a level previously unseen for the sport of triathlon. The deal effectively underwrites the financial position of the ITU for the foreseeable future and involved several weeks of complex negotiations in the run-up to the Beijing Olympics.

Founding Partner Dan Harrington who led the deal for CHA on behalf of the ITU said, "Triathlon is a fast-developing and fantastic sport and it has been a pleasure to work with the ITU to secure an agreement that takes it to new levels of interest, exposure and financial security. This was a complex and challenging agreement to structure and negotiate as it provides for the development, organisation and marketing of an entirely new international series of sporting events. We are hugely pleased to have assisted our client achieve its objectives".

Paul Coleman, Managing Director of the new ITU World Championship Series and architect of the deal with Lagardere Sports said "This exciting new partnership with one of the world's premier sports business groups will establish a powerful platform from which to launch triathlon to entirely new heights. Couchman Harrington's expert advice and thorough approach steered ITU through detailed contractual negotiations and made a significant impact on securing a successful agreement".

For further information contact:

Dan Harrington: dan.harrington@couchmanharrington.com;

Couchman Harrington Associates is a commercial law firm offering specialist legal advice to the sports industry. The leading independent legal directories say the following about the firm:-

“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...it has made a huge impression in the market...the country's number one sports law boutique” (Chambers Directory)

“A phenomenal sports practice...there is clear blue water between CHA and rival boutique sports firms” (Legal 500)

“A very substantial outfit, such is the firm's strength across the board that every partner wins solid market approval” (Chambers Directory)

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