

Press Release:

Couchmans act in Multi-Million Dollar Asian Cricket Deal

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Couchmans LLP, the leading specialist sports law firm, has acted for Singapore-based sports marketing agency Nimbus Sport International in its multi-million dollar acquisition of worldwide media and sponsorship rights for the next three Asia Cup cricket tournaments. The Asia cup is a major biennial tournament played between the international teams of India, Pakistan, Sri Lanka and Bangladesh.

Jon Higton, senior broadcasting lawyer at Couchmans, said, "This was another exciting project for us to work on with Nimbus and yet another major international broadcasting deal for Couchmans. The Asia Cup will no doubt go from strength to strength with Nimbus involved."

Yannick Colaco, Chief Operating Officer of Nimbus, commented "We are delighted to have concluded this agreement. The Asia Cup is one of the world's most sought after cricketing properties and the deal involved some complex commercial and legal issues to be addressed and resolved at very short notice. As always, Jon and Couchmans rose to the occasion, and with their support we were able to achieve our goals successfully."

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Couchmans is a commercial law firm offering specialist legal advice to the sports industry. 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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