

## Press Release:

### Couchmans Acts for Barclays in O<sub>2</sub> Deal

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Couchmans LLP, the leading specialist sports and sponsorship law firm, has acted for Barclays Bank Plc in its major partnership with the O<sub>2</sub> Arena. Building on its groundbreaking sponsorship of tennis' end of season spectacular the ATP World Tour Finals which are held in November at the same venue, Barclays will become Official Retail Bank of the O<sub>2</sub> Arena in a 3 year deal.

Andy Korman, Head of Sponsorship at Couchmans said, "We have worked with Barclays on their successful sponsorship of the ATP World Tour Finals and this deal is a natural extension of that. It's always pleasing for us to be involved with major brands doing interesting and innovative sponsorship deals like this."

Anna Sullivan, Senior Legal Counsel at Barclays commented, "We chose Couchmans due to their great expertise in this sector."

**Couchmans is a commercial law firm offering specialist legal advice to the sports and sponsorship industries. 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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