

Press Release:

Couchmans scores in Italy with AS Roma/Nike tie-up

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Leading sports law specialists Couchmans LLP have acted for Italian Serie A giants AS Roma on their multi-million Euro apparel and equipment contract which was announced earlier this month. The deal will see the giallorossi partner with Nike for a ten year period during which Nike will not only supply playing and training kit, but will also work with the Club on a major new merchandising operation.

Mark Pannes, MD of RaptorAccelerator and former CEO of AS Roma, speaking on the Club's behalf, commented: "I have been dealing with Couchmans on sports marketing transactions for many years; they are simply peerless in sports law. We needed best in class representation on such an important transaction as this for AS Roma and they are purpose built for such complex and significant matters. The combination of their industry leading expertise, experience and pragmatic approach has helped AS Roma to achieve a historic agreement with Nike, the number one sports performance brand in the world."

Head of Sports Marketing at Couchmans, Andy Korman, who advised the Club said: "These type of multi-category arrangements are becoming key elements in the commercial programmes of leading football clubs around Europe. They depend very much on a spirit of co-operation, and this was evident during negotiations which involved parties in Italy, the USA, the Netherlands, Spain and the UK. We pride ourselves in bringing our commercial knowhow and experience to international deals of this magnitude"

Couchmans LLP worked alongside the Club's local advisor Mauro Baldissoni of Tonucci & Partners, and Nike were represented by their in-house team.

For further information contact:

Andy Korman, Couchmans LLP: andy.korman@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)

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