

SMS increases Chinese representation

SPORT MEDIA SERVICE SMS intensifies its commitment to Chinese business. As a member of China Sports Consulting Germany, SMS is taking up sponsor acquisition duties for 'Team China', the Chinese soccer national team, with immediate effect. The responsibilities focus on marketing the Chinese national soccer teams. This was agreed by CSCG representatives in discussions with the Chinese soccer association.

Armin Gastl, SMS Chief Executive Officer: "We are proud to be able to offer one of the most attractive sponsoring platforms in Asia with the Chinese national team. Companies can get in right at the start - there are excellent opportunities ahead. No other sport offers more chances for public awareness and PR in China."

Uwe Marquardt, SMS Senior Consultant: "Team China offers an excellent communications platform for businesses and brands which want to strengthen and grow their presence in China. The national team is quite clearly the most important football team in China and very popular in the country. With the focus on the ladies' World Championship which takes place in 2007 in China and of course the Olympic Games in 2008, companies will really get noticed."

About CSCG:

China Sports Consulting Germany (CSCG) is a partnership of leading specialists in sports management for the Chinese market. It is composed of SMS, SPOCS sports consultants, Sinolog, Rödl & Partner as well as Goal2Career. China Sports Consulting Germany operates from Munich, Berlin and Nuremberg as well as Beijing, Qingdao, Shanghai, Guangzhou and Hong Kong. For more information on CSCG, visit <http://www.chinasports.de>.