

Press release

4th of July 2011

Medge Consulting and AMI (Advisers Media International) acquire the international media rights for the NHL (National Hockey League)

Medge Consulting together with its partner Advisers Media International (AMI) have signed an agreement to represent the international media rights for the NHL in Europe, Africa and the Middle East. The contract spans a period of five years from the season starting in 2011 and ending in 2016

The agreement establishes a long-term and strategic cooperation to expand, develop and strengthen the NHL brand and presence in international markets. The agreement includes the live HD broadcast rights for up to 480 NHL games per season, including playoffs, Stanley Cup Final and the NHL Winter Classic amongst others and a range of highlights programming and NHL support programming.

"This as a long term partnership to further develop the NHL's presence and products in Europe and beyond", says Peter Liljestrand from Medge Consulting.

Robert Pickles of AMI adds, "We look forward to working with the NHL to increase their distribution and popularity internationally."

Medge Consulting and AMI will also assist the international development of NHL properties, including new events. This partnership signals new renewed and strategic focus on the European and other international markets for the NHL.

"Reconnecting the NHL and its many star international players with their home country fan base is the first important step in a renewed strategy for growing the game and business outside of North America," said John Collins, NHL COO. "Working closely with Medge/AMI we will deliver more NHL games and highlights to our international fans across more platforms and devices than ever before."

About NHL

The National Hockey League, founded in 1917, is the second-oldest of the four major professional team sports leagues in North America. Today, the NHL consists of 30 Member Clubs, each reflecting the League's international makeup, with players from more than 20 countries represented on team rosters. According to a Simmons Market Research study, NHL fans are younger, more educated, more affluent, and access content through digital means more than any other major professional sport. The NHL entertains more than 250 million fans each season in-arena and through its partners in national television (VERSUS, NBC, TSN, CBC, RDS, RIS, ESPN America, ASN and NHL Network™) and

radio (NHL Radio™, Sirius XM Satellite Radio and XM Canada). Through the NHL Foundation, the League's charitable arm, the NHL raises money and awareness for Hockey Fights Cancer™ and NHL Youth Development, and supports the charitable efforts of NHL players. For more information on the NHL, log on to NHL.com.

About AMI

AMI is one of the leading independent distributors of premium sports rights and has distributed the English Premier League since its launch back in 1992. With particular strength in Central and Eastern European media markets, AMI's acquisition of NHL adds to an increasing list of premium sports rights including English Premier League, FIA Formula One World Championship, FA Cup, England International football matches and World Rally Championships.

About Medge Consulting

Medge Consulting is a European-based media company with offices in Stockholm and London, owned by Peter Liljestrand and Timothy Smart. Medge Consulting specializes in the development of sports rights and strategic advisory services in the European and African media market. Medge Consulting is the current owner of English Premier League rights for the Nordic markets.

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