



AIFF SIGNS IMG RELIANCE FOR COMMERCIAL RIGHTS TO FOOTBALL IN INDIA

Goal of Maximizing the Sporting and Commercial Potential of Football in India from Grassroots to the Professional Level

New Delhi, December 9, 2010: The All India Football Federation (AIFF), the premier body governing the sport in India, announced that IMG Reliance, the joint venture between IMG Worldwide and Reliance Industries, has acquired all the commercial rights to football in India. The 15-year agreement, calls for IMG Reliance, in cooperation with the AIFF, to improve, popularize and promote the game of football throughout India, from the grassroots to the professional level.

Under the leadership of Mr. Praful Patel, AIFF is committed to develop football as one of the top sports in the country. Towards this goal, AIFF has decided to partner with IMG Reliance which has exposure and access to best global practices.

The agreement with AIFF grants IMG Reliance all commercial rights to football in India, including sponsorship, advertising, broadcasting, merchandising, film, video and data, intellectual property, franchising and new league rights. Recently, the AIFF amicably negotiated an early termination of their existing commercial arrangement with Zee Telefilms Limited. AIFF acknowledged the great contribution to the sport that Zee had made during their involvement.

The AIFF has also mandated IMG Reliance to develop the branding and marketing aspects related to national team, domestic competitions and participating teams. It would also look at scheduling, restructuring and reformatting of the domestic competitions. In addition, IMG Reliance plans to develop, operate and administer a new professional football league in the country. Through AIFF, IMG Reliance will also work with the member associations in developing these various proposals.

IMG Reliance and the AIFF will work together to develop Indian football talent, significantly impact the competitive level of the sport as well as attract high quality international players. This will include training facilities, modeled on IMG Academies in Bradenton, Florida,

This agreement with the AIFF follows IMG Reliance's recent similar announcement of acquiring the commercial rights to basketball in India, in cooperation with the Basketball Federation in India.

“The AIFF has a vision for the sport of football in the country. Our engagement with IMG Reliance comes at a pivotal stage of this pursuit to enhance the quality of football and develop the sport across the country. IMG Reliance brings together an unparalleled advantage of the execution capabilities of Reliance and the global expertise in marketing and development of sports of IMG. We have shared our learnings of the past and agreed on the tasks in hand as we embark on this exciting journey with them,” said **Praful Patel, President, AIFF**.

Commenting on the development, **Mrs. Nita Ambani, Member on the Board, IMG Reliance** said, "As the youth of India make a mark in the global stage, we need to invest in developing platforms which can help our talent to realize their potential. IMG Reliance is committed towards developing these platforms and the tie-up with the All India Football Federation is a significant step in this direction. I am thankful to Shri. Praful Patel and all the senior office bearers at AIFF and it is a privilege to partner them in the joint pursuit of developing Indian football to its truest potential."

"We are incredibly excited about the future of football in India," said **Ted Forstmann, Chairman and Chief Executive of IMG Worldwide**. "It is the second most popular sport in the country with a massive and passionate fan following. The excitement and exuberance that was evident in the streets of the major cities in India during this year's World Cup, as well as the estimated 110 million Indian television viewers of the games, is a good indication of potential for future success. With the cooperation and participation of the AIFF, IMG Reliance is committed to making football a commercially exciting and successful sport in India. In a country with a population of 1.2 billion people and incredibly talented athletes, it's a realistic goal that India aims for a future World Cup berth. Together with our Indian Basketball deal, this gets IMG Reliance off to a fantastic start," Forstmann concluded.

About All India Football Federation:

The All India Football Federation is the governing body of football in India. There are more than 3.5 million registered players organized in 6,540 clubs in 36 State Associations, which are all affiliated to the AIFF. The Indian national team won the Nehru Cup 2009 final against Syria and the AFC Challenge Cup 2008 therefore qualifying for the next Asian Cup to be held 2011 in Qatar.

The AIFF has the aim to make Indian football successful at international level by improving the Indian National Football team's position in FIFA's world ranking and encouraging the younger generation to participate in football.

About IMG Reliance

In 2010 Reliance Industries Limited (RIL), India's largest and most recognized private sector company headed by Chairman Mukesh Ambani, and IMG Worldwide (IMG), the world's leading sports marketing and management company headed by Chairman and CEO Ted Forstmann, announced the formation of an equal joint venture to develop, market and manage sports and entertainment in India. The joint venture company, IMG Reliance Pvt. Ltd., will provide and operate first-class infrastructure and coaching facilities in the country to unlock India's sporting potential and to create and operate major sports and entertainment assets in the country. In its first initiative, IMG Reliance entered into an agreement with the Basketball Federation of India (BFI) to create a new professional basketball league and manage all aspects of the commercial rights to the game in India. IMG Reliance has also created a scholarship program to identify and train talented young Indians from sports - basketball, soccer and tennis—at IMG's world-class sports training facilities at IMG Academies in Bradenton, Florida.

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