

PRESS RELEASE

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Nippon Television Network to Broadcast COPA AMERICA 2007 in Japan

Tokyo, Japan – Nippon Television Network Corporation (NTV) of Japan have reached an agreement with Traffic Sports Marketing to broadcast on terrestrial television Copa America 2007 in Japan.

Copa America 2007 will be held in Venezuela from June 26 to July 15, 2007 and following on the success of the 2004 tournament, is expected to be broadcast in more than 170 countries this year. First played in 1916, Copa America is one of the world's oldest national team competitions and features some of the world's best national teams, with 3 participating countries having won 9 World Cups; Brazil (5 times), Argentina (2 times) and Uruguay (2 times). This year, Mexico and U.S.A. will join all 10 countries in South America to determine the champion of one of the world's most exciting and competitive soccer competition.

Jean Marc Schwartzberg, Director of International Business, Traffic Sports Marketing commented "we are very happy to have reached an agreement with NTV, one of our long-standing partners in Japan. We are confident that their coverage of Copa America will give the tournament the visibility it deserves". "We are honored to be able to broadcast COPA AMERICA 2007, one of the most prestigious soccer tournaments in the world. We hope to show the soccer fans in Japan the true excitement of this tournament", said Yoshio Nakayama, the Deputy Director General, Sports, Sports & Infotainment, of Nippon Television Network.

Total Sports Asia, exclusive representative of Traffic Sports Marketing in Asia brokered the deal. "We have been working with NTV for many years on such prestigious soccer properties as Copa Libertadores and Copa Sudamericana, and are extremely excited at the opportunity of extending this partnership to include Copa America 2007", said Chung See LIANG, Managing Director (Korea/Japan) of Total Sports Asia.

About Copa America 2007

Date:	June 26 – July 15, 2007
Host Country:	Venezuela
Participating Countries:	12 national teams of Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela, U.S.A and Mexico

About Traffic

Traffic Sports Marketing, with its head offices located in São Paulo, Brazil, is one of the top sports marketing groups in the world and the leader in Latin America. The company holds marketing and broadcasting rights to all the major football tournaments in the Americas, such as Copa America, South-American World Cup Qualifiers, Copa Libertadores, Copa Sudamericana, and certain matches of the CONCACAF World Cup Qualifiers.

About NTV

NTV is the pioneer of Japanese sports broadcasting in Japan, with its history starting in 1953, with headquarters located in Tokyo, Japan. NTV provides nationwide TV broadcasts and is devoted to bringing exclusive and exciting live sports to viewers throughout Japan. NTV has acted as the host broadcaster for The FIFA Club World Championship TOYOTA Cup Japan 2005 and The FIFA Club World Cup Japan 2006 presented by TOYOTA. These historical matches were broadcast exclusively by NTV in Japan, and international feeds were provided to over 160 countries around the world.

About Total Sports Asia

Total Sports Asia is Asia's leading fully integrated Sports Marketing company in Asia with offices in Kuala Lumpur (Head Office), Mumbai, Bangkok, Shanghai, Tokyo and Dubai. Its innovative and unique approach in providing integrated sports marketing solutions offering services in TV Rights Sales & Marketing, Sponsorship, New Media, Licensing, Event Management and Mobile Content has been the key to its growing success.

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