

## **PRESS RELEASE**

December 19, 2007

### **TSA Japan Signs DVD Deal with J SPORTS for BWF World Championship 2007**

**Tokyo, Japan** – Total Sports Asia K.K. (TSA) has concluded an exclusive agreement with J SPORTS Broadcasting Corporation (J SPORTS) of Japan to publish and distribute a DVD featuring highlights from the BWF World Championship 2007 held in Kuala Lumpur, Malaysia this year.

The DVD will contain highlights from the Badminton World Federation (BWF) 16<sup>th</sup> World Championship tournament that took place in August 2007. In addition to capturing the performances of some of the world's top players, the DVD will show highlights from matches of Kumiko Ogura and Reiko Shiota who won the women's doubles bronze medal, and Shuichi Sakamoto and Shintaro Ikeda who won Japan's first men's doubles bronze medal.

#### **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, Shanghai, Beijing, 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.

#### **About J SPORTS**

J SPORTS is Japan's largest sports broadcaster, operating 4 dedicated sports channels – J SPORTS 1, J SPORTS 2, J SPORTS ESPN and J SPORTS PLUS, Japan's first and only sports channel broadcasting in high definition. In addition to BWF badminton, J SPORTS also broadcasts hundreds of hours of baseball (Japanese professional baseball, Major League Baseball), soccer (J League, Argentine League), rugby (Rugby World Cup), motor sports (Formula Nippon, Superbike, DTM, etc), professional wrestling (WWE) and many other sports across 4 channels annually.

#### **For further information, please contact:**

Chung See LIANG  
Managing Director – Korea/Japan  
Total Sports Asia K.K.  
Tokyo, Japan  
Tel +81 3 5777 0033  
liang@totalsportsasia.co.jp  
[www.totalsportsasia.com](http://www.totalsportsasia.com)