

Press Release: Couchman Harrington team picked by Ebbsfleet for groundbreaking MyFootballClub deal

Date of Release: 28 January 2008

Satish Khandke and Sam Hollis of leading sports business law firm, Couchman Harrington Associates, acted for Ebbsfleet United Football Club ("Ebbsfleet") on the groundbreaking takeover of the club by the web-based fans' community MyFootballClub Society Limited ("MyFootballClub"). The recent overwhelming online vote by MyFootballClub's members in favour of the takeover means that it will take control of the club shortly after a general meeting of Ebbsfleet's shareholders in mid-February. MyFootballClub's members will then vote online to pick the Ebbsfleet team for each match, and on other major decisions such as whether to sanction the buying or selling of a particular player.

Khandke, Head of Couchman Harrington's Sports Ventures Unit, said: *"MyFootballClub's model of an online community operating any business, let alone a football club, is new and unique. Our full understanding of the sector enabled us to come up with solutions for Ebbsfleet where there was no template or precedent to follow. This deal shows again that innovative work is best handled by innovative lawyers, and being involved in a groundbreaking transaction of this nature can only enhance our reputation as the most dynamic firm working at the cutting edge in the sports sector."*

Brian Kilcullen, the Director of Ebbsfleet who led negotiations for the club added: *"We knew early on that the MyFootballClub deal would be a great one for the club, but we also knew that issues would arise along the way which we could not have anticipated. We had to engage lawyers who knew how a football club works and could think outside the box, not only to deliver the deal we'd agreed in principle with MyFootballClub but also to spot those other issues for us and use their experience to advise us on how best to tackle them. Couchman Harrington performed this role beyond our expectations, and I am confident that using them ensured that we got the best possible deal for the club. They formed a vital part of our team and showed extraordinary commitment to protecting the club's interests during this transaction. If our team can continue to show the same level of commitment on the field, the only way for Ebbsfleet is up."*

For further information contact:

Satish Khandke, CHA: 020 7611 9667, satish.khandke@couchmanharrington.com; or

Sam Hollis, CHA: 020 7611 9666, sam.hollis@couchmanharrington.com

About CHA - Couchman Harrington Associates is a commercial law firm offering specialist legal advice to the sports industry. The leading independent legal directories say the following about the firm:-

"Remarkably successful at a time when other firms have been looking to exit the sports market...winning business model" (Legal 500)

"The achievement of this firm is incredible...it has made a huge impression in the market...the country's number one sports law boutique" (Chambers Directory)

"A phenomenal sports practice...there is clear blue water between CHA and rival boutique sports firms" (Legal 500)

"A very substantial outfit, such is the firm's strength across the board that every partner wins solid market approval" (Chambers Directory)

www.couchmanharrington.com