

## Press Release: Couchman Harrington Batting For Nimbus

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Couchman Harrington, the leading sports business law firm, has acted for the Nimbus group of companies in a spate of major television rights licensing deals following Nimbus' recent acquisition of the media rights to all international and domestic cricket played in India between 2006 and 2010 from the Board of Control for Cricket in India ("BCCI").

With the first match in the programme starting against England on Wednesday 1<sup>st</sup> March in Nagpur, amongst major broadcasters coming on board last week were Sky in the UK, Doordarshan and Sahara One in India, GEO in Pakistan, Echostar in the US and ARY Digital in Europe. Couchman Harrington's team of Mark Whitehead, Dan Harrington and Jon Higton worked around the clock to finalise the agreements.

Couchman Harrington Associates' veteran Head of Broadcasting, Jon Higton, said; "This is one of those rare and seminal moments when entrepreneurs with vision, energy and guts revolutionise an element of the sports TV market. It happened with overseas sales of English football rights in the early 1990s and it is happening for cricket here. That it's being done in only two weeks since Nimbus were announced as winners of the rights is even more amazing. It is a privilege to work with Nimbus."

Nimbus Chairman, Harish Thawani, commented; "I am pleased to report that we have exceeded our budgets for the first Series and for Phase 1 of our global licensing programme. It is a considerable challenge to be conducting negotiations against the clock simultaneously with several major international broadcasters and we could not have achieved what we have without the 24/7 support of Mark Whitehead, Dan Harrington, Jon Higton and the team at Couchman Harrington. Phase 2 of the programme is already underway and we look forward to announcing more major partnerships shortly."

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 2006)*

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