

Press Release:

Couchman Harrington Hits 6 for Essentially with Arundel Acquisition

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Couchman Harrington Associates, the leading sports business law firm, acted for Essentially Group Limited, the AIM-listed sports marketing, media, management and professional services group ("Essentially"), on its acquisition this week of Arundel Promotions Limited ("Arundel"). Arundel was established by Alec Stewart OBE, England's most capped cricketer, and Alan Smith, a highly respected former football manager and coach, and is one of the UK's leading cricket and football sports' personality and event management businesses.

This is the sixth major acquisition by Essentially on which Couchman Harrington's Sports Ventures Unit has advised in the last 2 years. The firm initially acted for the sellers of 2 businesses to Essentially, and its work on those transactions led to Essentially instructing the firm on its last 4 acquisitions.

Head of Couchman Harrington's Sports Ventures Unit, Satish Khandke, said: "Having initially impressed Essentially with our work across the table from them it is very gratifying that they have subsequently instructed us to act for them on a string of significant deals. We think that this reflects how happy Essentially are with the service that we provide to them, and that we have met or exceeded the expectations they had when they decided to instruct us initially."

Dwight Mighty, Chief Operating Officer of Essentially Group said: "Some people may have been surprised when a listed company such as Essentially decided to use a niche firm like Couchman Harrington on transactions of such major significance for our business. However, we have instructed them on a number of important transactions now and they continue to impress us with their ability to get the job done well. Basically, they are specialists in our industry and as such they handle our transactions with great efficiency. We see them not just as lawyers but as expert industry advisers."

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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)

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