

Press Release:

Couchmans helps npower The Football League to major sponsorship deal

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Couchmans LLP, the leading specialist sports law firm, has acted for The Football League in its 3 year title sponsorship deal with energy provider npower. From Season 2010/11, The League will be known as 'the npower Football League', with its 3 divisions titled 'the npower Championship', 'npower League 1' and 'npower League 2'.

Andy Korman, the Partner at Couchmans handling the deal on behalf of The Football League said, "There is a very small number of deals of this size and complexity in sport in the UK each year and we are proud to have been chosen by The Football League to assist them with their anchor sponsorship.'

Nick Craig, The Football League Director of Legal Affairs, commented, "We chose Couchmans because we knew that their team had great experience of handling major sponsorship deals in football and other sports and we were delighted throughout with the way they dealt with matters on our behalf'.

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**Couchmans is a commercial law firm offering specialist legal advice to the sports industry.
The leading independent legal directories say the following about the firm:**

"The UK's leading sports boutique" (Legal 500)

"If you want someone who knows the sports business inside out, these are the guys to call"
(Chambers & Partners)

"Formidably strong line-up ... the firm dominates the commercial side of the sector" (Legal 500)

"A phenomenal sports practice ... there is clear, blue water between Couchmans and rival boutique sports firms ... the firm acts for some of the best known names in the sports industry" (Legal 500)

"The premier sporting boutique ... extremely commercial, increasing the value of every deal with the knowledge it brings" (Chambers & Partners)

"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 ... the country's number one sports boutique" (Chambers & Partners)

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