

Press Release:

Couchmans Partners with Leaders

Date of Release: 22 September 2010

Couchmans, the market leading specialist sports business law firm, is to partner with Leaders in Football, the world's most exclusive football business event, taking place at Stamford Bridge on 6th and 7th October, where 1,000 "invitation only" executives from international clubs, federations, leagues, brands will come together to network and do business.

Couchmans will be providing exclusive legal support for the gathering and the associated Leaders in Sponsorship event, and delegates will be offered a free consultation with expert lawyers from Couchmans' renowned football and sponsorship groups. Couchmans will also host an invitation-only workshop, titled "*How to use social media in your business to reach fans, gather data and generate revenue*". A senior representative of Facebook together with other experts in this space will examine the potential and pitfalls for the football and sponsorship sectors of the explosive growth in social media platforms.

Couchmans CEO, Mark Whitehead commented, "Previous 'Leaders' events have made a huge impact and we are delighted to partner with an organisation who offer us not only a unique opportunity to network with the elite of the football and sponsorship worlds but to align our own brand with the 'Leaders' brand which has become synonymous with excellence and quality."

Leaders in Football CEO James Worrall said, "We are delighted to welcome Couchmans on board as a partner of Leaders in Football. They have a fantastic reputation themselves as a leader in the sports sector and I am sure that all delegates will benefit hugely from their expertise and experience."

To arrange a meeting with Couchmans at Leaders in Football please contact Andy Korman on andy.korman@couchmansllp.com or for more information about their legal services please visit <http://www.couchmansllp.com>

**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)

www.couchmansllp.com