

Press Release: Couchman Harrington: Essentially, it's best to have them on your side

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Leading sports business law firm, Couchman Harrington Associates, acted for Essentially Group Limited, the AIM listed full service sports marketing and media group ("Essentially"), on its acquisition of two leading consultancies, Frontiers Group UK Limited ("Frontiers") and Athletes1 Sports Limited ("Athletes1") which were successfully completed simultaneously last week. Frontiers is a sports marketing business specialising in cricket based in London, counting Lord's and the Oval cricket grounds amongst its clients, whilst Athletes1 is one of the leading cricket athlete management agencies in the world, representing Ricky Ponting, Anil Kumble and Liam Plunkett amongst others.

The deals are the first that Couchman Harrington's Sports Ventures Unit has completed for Essentially, having been instructed by it after the firm acted for the then owners of Global Sports Management and Accelerate Sport & Music when they were acquired by Essentially in 2006.

Head of Couchman Harrington's Sports Ventures Unit, Satish Khandke, said: "It is very gratifying to win new clients after acting against them on a transaction. That is marketing in its most transparent and real form, as the new client is won over by our actions rather than by words. Essentially instructed us on these deals, not because we convinced them to do so in a pitch, but because they saw our work for themselves. What it shows is that we are doing a good job for our clients, and that the benefits of instructing Couchman Harrington, with our uniquely specialist industry knowledge and expertise, are visible not only to our clients but also to their opposite numbers on deals."

John Byfield, Chairman of Essentially added: "The fact that we instructed Couchman Harrington after they acted opposite us on the Global Sports Management and Accelerate deals last year speaks for itself. I saw the results that they achieve for their clients and the way they worked first-hand and decided that I wanted them acting for us as we move forward and continue to expand. Their knowledge, expertise and dedication certainly helped us to complete these complex acquisitions successfully."

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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)

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