

Press Release:

AEGON nets advantage from Couchman Harrington service

Date of Release: 26 September 2008

Couchman Harrington Associates, the leading sports business law firm, acted for leading pensions and life assurance company AEGON in its groundbreaking sponsorship of the Lawn Tennis Association. The deal, which will see AEGON become the lead partner of the LTA and title sponsor of the prestigious Queen's Club tournament represents the biggest ever sponsorship investment in tennis in the UK. Bird & Bird acted for the LTA

Head of Couchman Harrington's Sponsorship Group, Andy Korman, said: *"We were delighted AEGON chose to instruct Couchman Harrington for this specialist sponsorship law matter. AEGON had a very clear idea of what it wanted to achieve as lead partner within the LTA's new sponsorship strategy, and both parties had to approach negotiations in a no-nonsense fashion. I am particularly pleased that we managed to reach agreement on such a broad rights programme within a very tight deadline"*

Steve Clode AEGON UK Director of Marketing and Customer Strategy said: *"Couchman Harrington were excellent to work with throughout the deal, adding value at every stage."*

For further information contact:

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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:-

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

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

"Remarkably successful at a time when other firms have been looking to exit the sports market ... winning business model" (Legal 500)

"great base of knowledge and industry wise people ... such is the depth of quality in the group that all partners are ranked in this year's book" (Chambers & Partners)

"The achievement of this firm is incredible.... the country's number one sports boutique" (Chambers & Partners).

www.couchmanharrington.com