



entertainment ltd

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NEWS RELEASE:

Elite signs up Riviera to secure John Terry commercial endorsements

Elite Management, the sole and exclusive agent of all marketing and promotional rights of John Terry have appointed Riviera Entertainment Ltd to represent John Terry, the Chelsea and England captain, to identify suitable commercial endorsements after his recent split from long-term agent Aaron Lincoln.

"There are certain commercial areas which I would be proud to be associated with," Terry said, "Elite are in control of my marketing and promotional rights and they have identified Riviera as an ideal partner to help secure the right deals for me going forward."

Russell Edwards, Riviera's commercial manager, said: "John Terry has a great deal to offer the commercial world and we already have companies on our books that are interested in being linked with such a high-profile brand ambassador. With the World Cup just under nine months away we're expecting a busy winter."

About John Terry

John Terry, 28 is an English professional footballer who is captain of Chelsea in the Premier League, and also captain of the England national football team.

Terry is the main face for the Umbro sportswear brand. He has also appeared in adverts for Samsung, Nationwide and has been the face of King of Shaves. He has a sponsorship deal with football gaming series Pro Evolution Soccer, and appears on the cover of the UK version of 'Pro Evolution Soccer 6' with Brazilian international Adriano.

About Elite Management

Elite Management is owned and controlled by John Terry's long term friends Paul Nicholls and Keith Cousins. Elite have considerable experience in this sector and following the recent change of John Terry's management team, Elite was appointed the sole and exclusive agent for all of his marketing and promotional rights.

About Riviera Entertainment Ltd

Riviera Entertainment Ltd is a marketing and sales agency specialising in high profile personality endorsements, publishing and events. The company's management team has experience in a variety of areas: The blend of backgrounds within this exciting new company ensures that its client's needs are taken care of. The company doesn't wait for opportunities to find it; Riviera seeks opportunities for its clients. Contract negotiation, sponsorship endorsements, media and a personal service form the core of Riviera's offering.

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