

**FOR IMMEDIATE RELEASE**

**BRUIN SPORTS CAPITAL ACQUIRES DELTATRE**

*International End-to-End Digital, Broadcast and Live Streaming Company  
Establishes a Global Platform for Bruin Sports Capital*

**NEW YORK and LONDON, June 30, 2016** – Bruin Sports Capital, an international media, sports, marketing and branded lifestyle company, today announced the acquisition of deltatre, one of the world’s leading sports media service companies, whose clients include global sports leaders UEFA, FIFA, the English Premiere League, ATP, BBC, BT Sport and Fox. The announcement was made by George Pyne, founder and CEO of Bruin Sports Capital, and Giampiero Rinaudo, CEO and co-founder of deltatre.

Bruin Sports Capital’s strong global network, access to long-term flexible capital and vast experience in sports, media and brand marketing will benefit deltatre as the company looks to broaden its portfolio of digital, live streaming and broadcast services, accelerate growth across Europe and Asia and establish a meaningful presence in the United States. Deltatre joins a growing and diverse collection of innovative businesses in Bruin Sports Capital’s portfolio of companies, which after just 18 months consists of over 1000 employees in 24 offices in nine countries spanning three powerful platforms – Experiences & Hospitality, Marketing Services and Sports Media & Technology.

For over 30 years deltatre has established themselves as an international leader in media and technology. The company provides a comprehensive range of innovative digital and broadcast solutions, including end-to-end OTT platforms, for the world's largest sport events, influential federations, media partners and brands. Deltatre’s diverse product lines allow clients to draw value from every aspect of their sports-based programming and events. Under this deal, Mr. Rinaudo will continue to lead as CEO of deltatre, which includes offices in Turin, Italy, London, UK and Munich, Germany, as well as in France, Switzerland, India, Singapore, Japan and Australia, with plans to establish a meaningful presence in the U.S. Mr. Rinaudo and his co-founder, Luca Marini, will retain a significant minority investment in deltatre.

“Deltatre is on the cutting-edge of media, technology and sports globally – from live streaming to broadcast solutions to website and mobile application development, they are driving exceptional value for clients and delivering sport to audiences around the world,” Mr. Pyne said. “At Bruin Sports Capital we understand the importance of media and technology as tools for global engagement in sport, and believe with our experience and access to long-term flexible capital we can help deltatre continue to innovate and grow their business.”

“Celebrating our 30<sup>th</sup> anniversary we believed there was still a lot of potential in deltatre, but we understood that the next level of growth needed a new partner that could really support us in our plans and long-term strategy,” Mr. Rinaudo said. “We found in Bruin Sports Capital the perfect partner with a strong focus on the sport business, with significant influence in the media and sponsorship space and with long-term investment vision. Our clients will be the first to benefit from our new ability to make investments that will ensure they are always on the cutting-edge of product and technology.”

Deltatre supports rights holders and owners in delivering multi-dimensional and multi-platform sporting coverage focusing on three different experiences: online, providing truly immersive digital user experiences; onstage, adding value for viewers on venue and on linear TV; backstage, for those who work behind the scenes enabling any other front-end service. The services provided by deltatre range from live streaming technology, the design of websites, mobile apps and a revolutionary video player to the delivery of results, TV graphics and other on venue services (scoreboard, commentator information system and printouts) as well as a comprehensive sport event management system.

(more)

Since Bruin's formation 18 months ago, it has participated in two successful fund raises and announced investments in five companies. In January, Bruin launched a strategic partnership with investor Dan Gilbert and WPP to form Courtside Ventures, an early-stage VC fund focusing on disruptive sports and media technology companies. Last year, Bruin invested in engagement and experiential marketing agency Engine Shop and global sports and entertainment hospitality company On Location Experiences, which recently acquired Jon Bon Jovi's Runaway Tours and Anthony Travel, the nation's largest provider of sports travel management services.

### **About Bruin Sports Capital**

Bruin Sports Capital is a privately-held international capitalized operating company whose broad platforms span the media, sports, technology, marketing, hospitality and lifestyle experiences businesses. Founded in 2015 by George Pyne, the company's global reach includes more than 1,000 employees in 24 offices across nine countries throughout Europe, North America, Asia and Australia. The client base of its portfolio companies includes the NFL, UEFA, FIFA, the English Premier League, ATP Tour, 65 American Universities, BBC, BT Sport, Fox, Anheuser-Busch, Motorola and Mercedes Benz. Bruin Sports Capital was established based on Pyne's 25-year record of accomplishment in building businesses and superior management teams that led to the transformation of both NASCAR and IMG; creating billions of dollars in shareholder value for the respective companies. The company has a global investor base consisting of wealthy families and WPP, the world's largest communications services group. Bruin Sports Capital's investors along with Pyne's track record and reputation allows the company access to the best deals, and provides a long-term and flexible capital structure, operating expertise and a heightened speed of execution. Bruin Sports Capital's access and wherewithal positions the company and its portfolio businesses with unparalleled value creation opportunities. For more information, please visit [www.BruinSportsCapital.com](http://www.BruinSportsCapital.com).

### **About deltatre**

deltatre is a global leader in the sport business providing a comprehensive range of digital and broadcast solutions for the world's largest sport events, federations, media partners and brands. With a team of around 500 people and offices in Turin, London, Manchester, Munich, Hamburg, Paris, Geneva, Miami, Mumbai, Singapore, Tokyo and Sydney, deltatre has over 30 years' experience at the highest level of international sport. The firm's client portfolio includes UEFA, FIFA, the English Premier League, ATP World Tour, European Tour, European Athletics, NBC Universal, BBC, BT Sport, Star TV, Rede Globo, amongst others. deltatre supports rights owners and holders in delivering multi-dimensional and multi-platform sporting coverage focusing on three different experiences: online, providing truly immersive digital user experiences; onstage, adding value for viewers on venue and on linear TV; backstage, enabling any other front-end service for those who work behind the scenes. The services provided by deltatre range from sport media strategies, creative and design, websites, mobile apps, live streaming and OTT platforms, to the delivery of results, TV graphics and additional on venue services, as well as a comprehensive sport event management system. For more information, please visit [www.deltatre.com](http://www.deltatre.com) or follow us on Twitter: @deltatre.

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