



DEUTSCHER FUSSBALL-BUND

DFB is "Top Brand of the Year 2010"

Höhenkirchen/Munich, 17th November 2010: The German Football Association (DFB) was awarded the coveted prize of "Top Brand of the Year 2010" last week at the German LIMA Awards 2010. The outstanding performance of the DFB brand in Germany in the licencing and merchandising business was thus honoured. This year's performance is in direct combination with the excellent result of the German national team at the FIFA World Cup in South Africa. The DFB - their licence and merchandising business under worldwide supervision by the brand-management and media company m4e AG – triumphed at the awards against high-class competitors such as "MTV" and "DFL – Fussball Bundesliga" (German Football League) who were also nominated.

The LIMA Awards are presented every year within the scope of the LIMA Licensing Market, which takes place at the beginning of each November in the Hotel Bayerischer Hof in Munich. In addition, the licencing topic, the agency, the licencing product, the brand, the trade partners, the licensee and the promotion during the preceding year were also honoured.

The next sports as well as licencing highlights are already looming on the horizon for m4e AG and the DFB. From 26th June to 17th July 2011 the FIFA Women's World Cup will take place in Germany, in which the German team will begin as one of the top favourites – carried along by a wave of euphoria, just as with the last great footballing events. In the following year, the men's national team will then attempt to take the European champions' title at the UEFA EURO 2012 in Poland and

the Ukraine – up to now, the team of national trainer Joachim Löw tops the standings in group A in the qualifying rounds of EURO 2012 with a masterful four wins from four matches.

Höhenkirchen/Munich, 17th November 2010

m4e AG – Executive Board

Links:

www.m4e.de

www.dfb.de

About m4e AG:

m4e AG is an internationally active and integrated brand management and media company, which in accordance with its own motto "made 4 entertainment" is involved in the development, setting up and marketing of brands and characters (IP rights).

Business segments of the media group, which also includes the Netherlands' Telescreen B.V., as well as Tex-ass Textilvertriebs GmbH in Essen, comprise primarily movie and TV production, world distribution of movie and TV rights, as well as exploitation of rights in the areas of home entertainment (video/DVD), licensing & merchandising, publishing, interactive and new media. With their divisions "FACES & NAMES" and "it's fun. music" m4e develops medially supported marketing concepts for brands and personalities as well as powerful and effective media and music cooperations for the German TV station RTL II among others. A further business segment is the production and distribution of trend products from the sphere of fashion and accessories.

Through all of these activities, m4e media group is in the position to offer everything from a single source – from the development of an idea right up to the finished product and thus attaining virtually a unique position in the international media and entertainment market.

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