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Lagardère negotiating to buy BEST

THURSDAY, APRIL 08, 2010 / BY ED MCGROGAN

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Lagardère, the Paris-based media and sports giant, is in negotiations to buy Blue Entertainment Sports Television (BEST), Tennis.com has learned. Lagardère, who represents Andy Roddick, Justine Henin and Fernando Gonzalez, among others, is headed by Ken Meyerson, who used to work as Tennis Division President at BEST.

BEST currently represents Victoria Azarenka, Caroline Wozniacki, Melanie Oudin, Sam Querrey, John Isner, Bob Bryan and Mike Bryan, among other players. BEST also owns the ATP tournament in Washington, D.C. Negotiations have been ongoing for the past nine months.—M.C.

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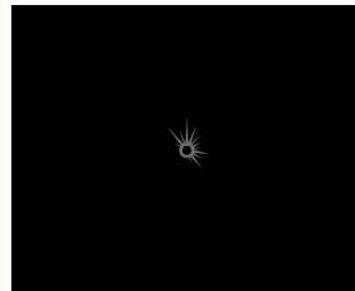
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