

PRESS ROOM

Press releases

- Corporate documents
- Media library
- Events calendar

PRESS RELEASES

Print Send

Paris, June 2, 2010

Go back

Lagardère Sports becomes Lagardère Unlimited

Arnaud Lagardère has held a press conference about the business of sports after the acquisition of the American-based sports and entertainment agency Best. The CEO of Lagardère has announced the creation of a new division called Lagardère Unlimited, which is set to replace Lagardère Sports.

With the purchasing of Best, Lagardère Unlimited establishes itself as a key player in the business of sports. Already covering six universes (representation of prominent artists and athletes, management of sports academies, events planning and logistics, management of medias, marketing and consulting), Lagardère Unlimited aims to become the worldwide leader in the sports business.

"With Lagardère Unlimited, we will gain in efficiency and clarity in order to achieve our main goal on the sports market: become the worldwide leader within five years", said Arnaud Lagardère. In order to impulse a new dynamic, Arnaud Lagardère will be personally involved, being temporarily in charge of Lagardère Unlimited. He also appointed Olivier Guiguet and Kevin O'Connor as Chief Operating Officer. Sportfive, Best, World Sports Group, IEC in Sports are Lagardère Unlimited's brands.

For more information on Lagardère Unlimited, visit www.lagardere-unlimited.com



Press Contact

Luthna Plocus - Head of Communications and External Relations - 01 40 69 16 66 - lplocus@lagardere-unlimited.fr

Lagardère is a pure media group (books, press, broadcast, digital, travel retail and press distribution, sports trading and sports rights), and is among the world leaders in the sector. Lagardère shares are listed on Euronext Paris.

To receive the latest Lagardère group press releases, sign up for the E-mail Alert.

Go back

E-mail alert | Order a publication | RSS feed

Websites | Site map | Contact us | Legal notices | Credits © Lagardère 2013