

NORDISK SPORTS
MANAGEMENT



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FOR IMMEDIATE RELEASE

SUNRISE AVENUE SIGNS A REPRESENTATION AGREEMENT WITH NORDISK SPORTS MANAGEMENT.

Nordisk Sport Management Oy Recently Signed A Representation Agreement With The Band Sunrise Avenue. NSM Will Develop And Negotiate Sponsorships And Endorsement Deals On Behalf Of The Rock Band.

HELSINKI, 9/2011 – Samu Haber, on behalf of his band Sunrise Avenue, has met with a NSM representative to sign a representation agreement that will allow NSM to negotiate endorsement deals for Sunrise Avenue.

Sunrise Avenue is one of the most successful Finnish rock bands, known all over Europe, with an especially wide fan base in Germany. Sunrise Avenue is rapidly growing in popularity in many other countries as well, and they are receiving positive comments from the music industry worldwide. The band recently signed a representation agreement with NSM that will allow Sunrise Avenue to exploit their growing brand/name through sponsorship deals (outside the music industry) by taking advantage of NSM's extensive network of connections in the corporate world.

Samu Haber, lead singer of Sunrise Avenue, welcomed this new agreement with the following words: *“The music industry has a lot to learn from the sports industry sponsorship and endorsement know-how and experience. Most of the cooperation in music is still with instrument and amplifier manufacturers, even though there must be thousands of brands with whom we could benefit together through cooperation. I am very happy to get NSM, a dynamic and well connected member in our business team to strengthen our whole package even more.”*

More information about Sunrise Avenue can be found at www.sunriseave.com .

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