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SPORTS AND MUSIC INDUSTRY: JARKKO NIEMINEN HELPS TO SEAL THE DEAL.

Jarkko Nieminen Becomes A Partner In Nordisk Sports Management. Nordisk Expands Its Operation In Tennis, Extends To Other Sports And Enters The Music Industry

TURKU, 6/2011 – Jarkko Nieminen becomes 20% owner of Nordisk Sports Management Oy, the management company that has been representing top level tennis players for the past 4 years. Nordisk Sports Management (NSM) is involved in several projects in which Nieminen is very interested: developing tennis in Finland and Scandinavia starting from the Junior players, assisting and supporting promising tennis talents, managing the potential of Finland's future star-athletes and now, also managing the potential of celebrities in other sports and in the music industry.

Nieminen clearly brings to NSM a great network of connections both in the tennis world as well as in other sports in Finland.

Kimmo Kivisilta, currently the Marketing Director for TeliaSonera, also becomes a 20% owner of NSM. Kimmo brings with him 17 years of experience as Director of the world-renowned music labels Warner Music and Universal Music, as well as numerous connections in the music industry. Guided by his know-how and his great reputation in the music and entertainment industry Mr. Kivisilta will be leading the Entertainment Division for Nordisk. Nordisk Entertainment Management will assist bands, artists and other personalities from the entertainment industry to promote themselves as well as create and promote events combining entertainment and sport celebrities.

Nieminen, who has always been passionate about music, and all the NSM team is excited to expand its operation beyond sports and to create even more opportunities for athletes and celebrities in Finland and Northern Europe to promote themselves.

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