



LEGENDS 10 LLC

Exclusive Global Agent

LEGENDS 10 SECURES EXCLUSIVE LICENSE TO REPRESENT PELÉ WORLDWIDE

February 7, 2012 (New York, NY) – It was announced today that, for the first time in 40 years, sponsors, brand managers and others seeking access to world soccer legend Pelé will be able to do so through a single agency. The newly incorporated Legends 10 LLC ("Legends 10") will be the exclusive agency empowered to represent Pelé globally with respect to all new branding, endorsement and product licensing agreements as well as appearances. The marketing and management of Pelé's intellectual property rights represented by Legends 10 will now be handled with the singular vision of embracing and perpetuating the great legacy of the three-time World Cup winner and his illustrious life, both on and off the field.

"The timing of this consolidation of rights and representation is critical," says Legends 10 spokesman Terry Byrne. "Over the next four years, three of the world's biggest sporting events -- the 2013 FIFA Confederations Cup, 2014 FIFA World Cup and 2016 Summer Olympics -- will be taking place in Pelé's beloved home country of Brazil (where he has also been declared a national treasure). Clearly the interest in working and associating with Brazil's greatest sports star and goodwill ambassador will be at a premium over this period, and we are thrilled that Legends 10 has been selected to lead these efforts."

Legends 10 will operate from Los Angeles and New York with early projects already underway, including the contemporary reshaping of Pelé's brand image and an official social media launch. Legends 10 will centralize and maximize the opportunities that exist for Pelé - providing clients and sponsors with total brand synergy, first-rate service and innovative execution.

"This is a groundbreaking moment in my life and my career," says Pelé. "I have complete trust in Legends 10, that they will protect my legacy today and for future generations to come. My goal is to keep motivating and inspiring people, while also making positive contributions to the world through various social causes. I ask for God's help so that I never disappoint the people who believe in me. Legends 10 understands my vision completely and we will be working on some really beautiful projects together."

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For more information, please contact: Theresa Tran, ttt@legends10.com, (646) 277-9520