

## **Setanta Sports Launches College Ambassador Program**

NEW YORK, October 20, 2008. Setanta Sports, the leading international sports broadcaster, announced today the launch of a new College Campus Representatives program, available to students nationwide. The program is designed to make students aware of the Setanta Broadband service, as well as give them the opportunity to gain valuable work experience in grassroots marketing. Ambassadors will look to generate interest in Setanta amongst students at their university and provide them with solutions on how to become a Setanta subscriber.

Candidates should be in their sophomore or junior year of college. The program includes excellent incentives, as well as a true hands-on experience with grassroots marketing.

### **Benefits Include:**

- Opportunity to experience grassroots marketing
- Develop your skills in communications
- Receive a reference letter from Setanta Sports and enhance your resume
- A chance to become a Setanta Sports marketing intern
- Gift cards to the Setanta Soccer and Rugby Shop
- Free Setanta by Broadband subscription after first five sales
- Free Setanta gear and popularity that comes with being a Setanta Campus Rep!

This is a work from home and work at your own pace sales opportunity. It does however require networking and creativity. Setanta Sports will follow up with College Ambassadors on a weekly basis as well as provide them with new material and proper training. To apply e-mail a resume to [Joe.Varvara@setanta.com](mailto:Joe.Varvara@setanta.com) and also briefly explain any experience you have in sports, specifically, soccer or rugby, if any.

Airing seven days per week, 24 hours per day, Setanta Sports brings quality and depth of programming of more than 1,000 live events, including UK and European soccer, as well as world-class rugby, highlight shows and other international sports programming.

### **About Setanta Sports**

Setanta is a leading international sports broadcaster with operations in Great Britain, Ireland, Luxembourg, USA, Canada and Australia, Setanta owns and operates premium sports TV channels that are made available on a subscription basis to residential and commercial customers. Setanta offers LIVE and exclusive coverage of matches of the Barclays Premier League, the FA Cup, UEFA Champions League, 2010 World Cup Qualifiers, UEFA Cup, Carling Cup, French League, International Friendlies, Coca-Cola Championship, highlight shows, and much more. [www.setanta.com](http://www.setanta.com)

If interested in learning more about the Setanta Sports College Campus Representative program or to apply, e-mail [Joe.Varvara@setanta.com](mailto:Joe.Varvara@setanta.com) with a resume.