

2009/10 UEFA Champions League Season Returns on Setanta Sports

New York, NY, August 17, 2009 – Setanta Sports US has announced its continued coverage of the UEFA Champions League, Europe's most prestigious annual club football competition. Setanta will air top quality UEFA Champions League games every match day, with up to 110 matches showing on its channels.

The 2009/10 season will kick off in just under a week on Setanta when Italy's Fiorentina take on Portugal's Sporting Lisbon, with the winner of the two leg series being guaranteed a spot in the group stages of the UEFA Champions League. With highly decorated teams like Barcelona, Inter Milan, Manchester United, Chelsea, Liverpool and Real Madrid already having qualified, this season will feature some of the finest matchups the sport has to offer.

"The Champions League is the pinnacle of club soccer competitions in the world." said Roger Hall, Managing Director of Setanta Sports International, "We're thrilled to present this competition to an American audience that appreciates top quality soccer."

On top of match day coverage Setanta will also air ancillary UEFA Champions League programming, including weekly preview and review shows, archive matches and magazine programs. As part of its Champions League package, Setanta will also show the annual UEFA Super Cup on delay. This match will be aired on Saturday, August 29th and feature Champions League winners Barcelona taking on UEFA Cup champions Shakhtar Donetsk. Additionally, delayed showings of all Manchester United and Chelsea matches, Setanta has exclusive rights to club television, Manchester United TV and Chelsea TV.

Every UEFA Champions League match will be streamed live on www.UEFA.com. Champions League games shown on delay on the Setanta TV channel will be simulcast on the broadband service, Setanta-i, as well.

Highlighted August Champions League games on Setanta include:

Tuesday, August 18

Sporting Lisbon vs. Fiorentina¹
FC Sheriff vs. Olympiacos¹

Wednesday, August 19

Olympique Lyon vs. Anderlecht¹
Panathinaikos vs. Atletico Madrid¹

Tuesday, August 25

LIVE Anderlecht vs. Olympique Lyon²
Maccabi Haifa vs. Salzburg¹
Debrecen vs. Levski Sofia¹

Wednesday, August 26

Arsenal vs. Celtic¹
Fiorentina vs. Sporting Lisbon³
LIVE Olympiacos vs. FC Sheriff²

¹Delayed on Setanta channel; streamed delayed on Setanta-i

² Live on Setanta Sports TV channel; live via broadband on UEFA.com

³ Live on Setanta Sports' XTRA channel on DIRECTV, channel 622; live via broadband on UEFA.com

About Setanta Sports

Setanta Sports operates the only dedicated international sports channel in America. The 24-hour TV network airs more than 1,000 live events, including European and international soccer, such as the Barclays Premier League, UEFA Champions League, FA Cup, World Cup Qualifiers and the Carling Cup plus world-class rugby and other sports programming designed to meet the growing demands of international sports fans. www.setanta.com/us