



CHELSEA PIERS SIGNS SETANTA SPORTS AS OFFICIAL SPORTS CHANNEL

(New York, NY-January 26, 2009) - Chelsea Piers, New York's ultimate amateur sports and entertainment complex, today announced the addition of Setanta Sports, a leading international sports television broadcaster, as the Official Sports Channel of the Field House at Chelsea Piers. Setanta Sports brings quality and depth of programming with more than 1,000 live events, including international soccer such as the Barclays Premier League, UEFA Champions League, FA Cup, World Cup Qualifiers and the Carling Cup.

Setanta will sponsor all adult and youth soccer leagues at the Field House, and create a wide range of programs to enhance the overall soccer experience at Chelsea Piers. In April, Setanta will be the presenting sponsor of the inaugural Setanta Cup, an all-day soccer tournament and festival. The Setanta Cup will be open to adult and youth teams, with the winning teams being crowned the best indoor soccer team in New York City. In addition, Setanta programming will broadcast daily on televisions throughout the Field House, allowing Chelsea Piers customers to watch their favorite teams abroad in action.

"We are thrilled to welcome Setanta Sports as a sponsor of Chelsea Piers. With over 580 adult teams competing and a 1,000+ youth soccer program, the Field House is Manhattan's year-round headquarters for soccer enthusiasts," commented Dana B. Thayer, Senior Vice President, Chelsea Piers Management. "Setanta Sports brings world-class English Premier League soccer to our patrons and to New York City. We're proud to be a major part of Setanta's launch in the important New York metro marketplace."

"Setanta Sports is available in more homes and pubs in NYC than ever before as we are expanding our distribution on RCN, Verizon FiOs, AT&T U-verse and many others that New Yorkers can access," said Roger Hall, Managing Director, Setanta Sports International. "Now being a part of one of the premier amateur sports complexes on the East Coast, we could not imagine a better partnership."

Setanta joins the Chelsea Piers family of sponsors, which includes adidas, Anheuser-Busch, Capital One Bank, Coca-Cola, Izod, JetBlue and UnitedHealthcare.

About Setanta

Setanta Sports operates the only dedicated International sports channel in America. In 2008, the 24-hour, digital pay TV network aired more than 1,000 live

events, including European and International soccer, world-class rugby and other sports programming designed to meet the growing demands of international sports fans. Setanta Sports is owned by Dublin-based Setanta Sports Holdings, a leading international pay television broadcaster in the United Kingdom, providing top sports leagues and events to more than 100 million digital television homes globally and to commercial venues in six countries. Setanta Sports is currently available to US subscribers in certain areas via AT&T U-verse, Comcast, Cox Communications, DIRECTV, Dish Network, RCN and Verizon FiOs TV as well as others, and in commercial settings such as sports bars and pubs nationwide. www.setanta.com/us

About Chelsea Piers

The Chelsea Piers Sports & Entertainment Complex is a 28-acre sports village built on four historic Hudson River piers. Chelsea Piers features two indoor ice rinks, a state-of-the-art golf driving range, a world-class gymnastics center, indoor playing fields and basketball courts, a 40-lane bowling center, the world's most comprehensive sports and fitness center, restaurants, sports pro shops, Manhattan's largest film and television production center, the most extensive marina in the city, dozens of nationally-acclaimed teachers and coaches, 1-mile public esplanade, and a landscaped waterside park.

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