



Details Announced for the Setanta Sports Community Soccer Event – The Setanta Cup

A star-studded soccer event in New York with proceeds going to a great cause

(New York, NY—March 19, 2009)—Setanta Sports, a leading broadcaster of Barclays Premier League soccer in the US and Official Sports Channel of the Field House at Chelsea Piers, announced today more details about the first annual **Setanta Cup** to celebrate its roll-out into the New York area. This all-day soccer festival on April 11th will feature complimentary youth clinics throughout the day and tournaments for youth (U-10 to U-14) and adult teams, with portions of proceeds going to nonprofit organizations, Hollywood Unites for Haiti and the Chelsea Piers Scholarship Fund. The tournament coincides with the recent launch of Setanta on WorldDirect, Verizon FiOS TV, AT&T U-verse and RCN in the tri-state area, complementing the availability of the channel via DIRECTV and DISH.

This inaugural indoor soccer festival is **free** to all spectators. The youth tournament begins at 8:15am. At 2:30pm, an exhibition **Hollywood United Football Club**, www.hollywoodutd.com, match will start, sponsored by **JetBlue Airways** and **Opia/Marriott**. The festival will continue with the adult tournament, beginning at 4:00pm.

Hollywood United's lineup* as of today includes:

- Anthony LaPaglia (“Without a Trace”)
- Gilles Marini (“Sex and the City” and “Dancing with the Stars” contestant)
- Brandon Routh (“Superman”)
- Jimmy Jean-Louis (“Heroes”)
- Steve Jones (“Sex Pistols”)
- Youri Djorkaeff (Former French Player and 1998 FIFA World Cup Winner)
- Frank LeBoeuf (Former French Player and 1998 FIFA World Cup Winner)
- Ethan Zohn (Co-founder Grassroot Soccer and “Survivor Africa” Winner)
- Costas Mandylor (“Saw”)
- Donal Logue (“Life”)
- Skeet Ulrich (Actor)
- Dule Hill (Actor)
- Richard Gough (Glasgow Rangers, Scottish International)
- Christian Wolbers (guitarist from Fear Factory)
- Billy Duffy (guitarist from the Cult)
- Marc Consuelos (Actor)
- Alexi Lalas (National Soccer Hall of Fame Superstar)
- Jason Barry (Actor)
- Yannick Noah (Tennis champion from France)
- Ishmael Beah (Author of the memoir, *A Long Way Gone: Memoirs of a Boy Soldier*)
- Kyle Martino (former LA Galaxy player)

Raffle prizes include two roundtrip tickets from JetBlue Airways, a complimentary one-night stay at Marriott's Hotel 57, signed merchandise from Hollywood United and Barclays Premier League players donated by Colour of Sports, tickets to the David Letterman and Daily Show with Jon Stewart, Chipotle gift cards, Setanta by Broadband passes and merchandise, and much more. Proceeds from the raffles benefit Hollywood Unites For Haiti, www.hufh.org, a nonprofit organization whose mission is to promote sports and cultural activities for underprivileged youth in Haiti.

Setanta is available in more places than ever before, with recent launches on RCN, Verizon FiOS TV, AT&T U-verse, and WorldDirect. Weekend passengers on JetBlue Airways receive access to Setanta, providing travelers with real-time coverage of their favorite sporting events. Visit <http://www.jetblue.com/about/whyyoulllike/directv/guide/TribuneTVFront/> for details. To subscribe to Setanta, visit www.setanta.com/us/How-To-Subscribe.

For more information on the Setanta Cup, visit www.setanta.com/us/SC

About Setanta Sports

Setanta Sports operates the only dedicated international sports channel in America. In 2008, the 24-hour TV network aired 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. Setanta Sports is owned by Dublin-based Setanta Sports Holdings, a leading international pay television broadcaster in the UK, providing top sports leagues and events to more than 100 million digital television homes globally and to commercial venues in six countries. 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 soccer 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 and a 1-mile public esplanade.

**Hollywood United participants are subject to change. Visit www.setanta.com/us/sc for the most up-to-date player line-up.*

Contact:

Kim Karagosian
kim.karagosian@setanta.com

Erica Schietinger
Erica@chelseapiers.com