



## **The Russian Premier League Comes to North America on Setanta Sports**

February 26, New York: In March, the Russian Premier League will be available for the first time to Setanta Sports viewers in the United States and Canada. Setanta will offer 60 league fixtures live and delayed. The opening matches of the 2009-10 season will commence the weekend of March 13<sup>th</sup>.

Despite a lack of previous exposure to the North American audience, the Russian Premier League has become one of the most prominent leagues under the Union of European Football Associations (UEFA). With Zenit St. Petersburg and CSKA Moscow winning the UEFA Cup in 2005 and 2008, Russian clubs are amongst the most competitive and skilled in Europe. Additionally, Russian-born players Andrei Arshavin and Roman Pavlyuchenko have joined Barclays Premier League teams Arsenal and Tottenham Hotspur.

The Russian Premier League joins Setanta's elite soccer programming roster, which includes the Barclays Premier League, UEFA Champions League, UEFA Cup, 2010 FIFA World Cup Qualifiers, Scottish Premier League, Le Championnat and other tournaments and highlights shows. Available in more places than ever, Setanta is available on RCN, Verizon FiOS TV, Dish Network, Dish Latino, Dish International, AT&T U-verse, WorldDirect, DIRECTV, WorldTV and in various locations on Cox and Comcast.

"We are very proud to include the Russian Premier League to our sports line-up," commented Shane O'Rourke, President of North American and Australian Operations. "With a list of leading teams, top players and a season that runs from March to November, we can provide our viewers with world-class programming all throughout the year.

To learn how to subscribe to Setanta, visit [www.setanta.com/us/How-To-Subscribe](http://www.setanta.com/us/How-To-Subscribe).

### 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](http://www.setanta.com/us)

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