



**Press Release – Octobre 30, 2006**

**ANOCA CONCLUDES A MARKETING PARTNERSHIP AGREEMENT  
WITH MVM, A SPORTS MARKETING FIRM**

**In furtherance to the terms of a recently concluded marketing partnership agreement, the Association of National Olympic Committees of Africa (ANOCA) has entrusted the management of all its marketing rights to "MVM" a sports marketing firm.**

At the signing ceremony, the ANOCA President, Lassana Palenfo highly commended this laudable initiative in the life of the Panafrican Olympic Institution. He inter alia declared: *"Today ANOCA takes a decisive step in its development process. The partnership with MVM would undoubtedly inject new impetus in the promotion of Olympic Values across the continent. We need to partner with economic operators desirous to share our ideals in taking sporting Africa to loftier heights across the globe".*

The Geneva-based "MVM" firm will henceforth manage the marketing and sponsorship rights of ANOCA and those attaching to continental and intercontinental events organised by it.

Over recent years, MVM has been a role player in the sports marketing sector and in the management of specialised television rights attaching to several events organised across the francophone community and other regions such as the Olympic Games, the FIFA World Cup, Roland Garros and Wimbledon Tennis tournaments or the upcoming Rugby World Cup.

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