



FOR IMMEDIATE RELEASE
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49ERS ENTERPRISES BECOMES MINORITY INVESTOR IN LEEDS UNITED, LAUNCHING STRATEGIC BUSINESS PARTNERSHIP

Santa Clara, Calif. – An investment entity affiliated with the San Francisco 49ers, 49ers Enterprises, today announced a strategic partnership with English Soccer Club Leeds United.

49ers Enterprises, which will become a minority investor in Leeds United, has partnered with existing majority shareholder and Leeds United Club Chairman Andrea Radrizzani. The partnership with 49ers Enterprises strengthens the commercial, operational, and sporting capabilities of the Club and further supports Radrizzani's commitment to bring success to Leeds United on the pitch.

The funds invested by 49ers Enterprises will remain inside the Club and will go towards investment in the first-team squad.

The unique collaboration is part of a wider business alliance between Leeds United's parent company, Aser, and 49ers Enterprises. It will see Leeds United benefit from the experience and collective network of the two entities—inside the sports and business worlds.

"This strategic partnership enables Leeds United to align with and gain invaluable expertise from the owners of one of the biggest global sports entities," said Radrizzani. "The 49ers are an innovative, successful organization and we are delighted to have access to such a rich source of business and sporting expertise. This exciting partnership builds on the foundations we have laid down at the Club in the last 12 months and we can assure supporters that the funds invested will go towards improving results on the pitch."

In conjunction with the partnership, Paraag Marathe, President of 49ers Enterprises and Executive Vice President of Football Operations, has assumed a seat on the Leeds United Board of Directors.

"I am particularly pleased to welcome Paraag, to the Leeds United board," said Radrizzani. "Paraag comes with a wealth of experience. We look forward to working with him and learning from his deep understanding of a sporting giant."

For the last 18 years, Marathe has served in a number of strategic leadership roles for the 49ers, developing a significant track record in contract management and negotiations along with extensive involvement in the logistical and operational side of running a global sports organization.

"It is truly an honor to be invited to join the board of a football club as storied as Leeds United. I share the vision that Andrea has for returning Leeds United to greatness," said

Marathe, a native of the San Francisco Bay Area. “I believe that the knowledge and experience we bring to the table combined with the hard work being done by Andrea and his talented team will make that vision a reality.”

Leeds United will also benefit from the business expertise of 49ers Enterprises in areas including ticketing strategies, sponsorship and commercial opportunities, stadium development, technology, retail and merchandising, and sport development and training.

-- 49ers.com --

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