

## **PRESS RELEASE**

**Stockholm, 23 of August 2011**

# **Medge Consulting strengthens its team with Peter Gudmundson**

**Earlier this summer Medge Consulting acquired the media rights for the National Hockey League (NHL) in Europe, Middle East and Africa. An important component of the deal is that Medge Consulting is to help build and develop the NHL's presence and popularity outside of North America. To enable this important function Medge Consulting has brought Peter Gudmundson into the company.**

Peter Gudmundson will be responsible for the new business area Leagues and Federations at Medge Consulting as well as other projects which include amongst others, golf and the development of a new Swedish horse jumping league. Peter has long and merited track record within hockey, most recently as CEO for the Swedish Hockey League.

"I am excited to start working with the NHL and further develop their presence and products in Europe and beyond", says Peter Gudmundson. "I will further focus on helping leagues and federations to increase growth and make sure that they leverage business opportunities properly within the world of sports".

Medge Consulting has in recent years secured the media rights for the world's top football and Hockey leagues, the English Premier League and the NHL, they now look forward to new exciting opportunities.

"Peter Gudmundson's experience from working with one of the world's best hockey leagues, together with Medge Consulting's relationship with the NHL will provide new and interesting opportunities. We are therefore particularly pleased to welcome Peter Gudmundson to Medge Consulting's headquarters in Sweden", says Peter Liljestrand from Medge Consulting. "Peter Gudmundson is a renowned sports profile and will be an important resource when we look to develop NHL's products, competitions and presence as well as other new and exciting projects".

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**About Medge Consulting**

Medge Consulting is a European-based media company with offices in Stockholm and London, owned by Peter Liljestrand and Timothy Smart. Medge Consulting specializes in the development of sports rights and strategic advisory services in the European and African media market. Medge Consulting is the current owner of the English Premier League rights for the Nordic markets.