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Launch of Epsilon Partners LLP and first investment in Three-D-Signs Limited

Epsilon Partners today announces raising initial capital which has been fully invested into a new company called Three-D-Signs Limited ("TDS") to finance the acquisition of a basket of specialist sports advertising signage rights in 12 territories including Spain, Germany, Italy and Brazil. The Vendor is Market Sport, a sports marketing company based in Barcelona.

This initial investment by TDS begins a buy-and-build strategy to consolidate a worldwide network of sports advertising signage companies which supply a specialist product known as "3D Signs". 3D Signs revolutionised sports advertising by opening up new space on and around the pitch for corporate sponsors to display their logos on TV. 3D Signs are used in more than 50 countries and 15 different sports worldwide. The product is patented and is licensed to local operators in countries across the globe.

TDS is jointly owned and managed by Epsilon and a Danish group, Logopaint, which is a leading supplier of 3D Signs to countries around the world.

Epsilon Partners will focus on investing in the sports media and entertainment sector.

The Epsilon capital has been subscribed by a small group of private investors including the ex-Quintus management team, Angus Chilvers and Peter Worth. Angus has left IMG – where he consulted on the integration of Quintus into IMG after its acquisition in April 2007 – to manage and develop Epsilon and TDS on a full time basis. Peter remains at IMG as Senior Vice President, Head of Business Development at IMG.