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MLS and beIN SPORTS Announce Partnership to Broadcast MLS across Southeast Asia and Australia

Groundbreaking, long-term deal includes regular season games, playoffs, AT&T MLS All-Star Game and MLS Cup rights

NEW YORK (June 9th, 2015) – Major League Soccer (MLS) announced today that it has partnered with leading global media network beIN SPORTS to televise league matches live across Southeast Asia and Australia, reaching seven countries throughout the region. This marks the first time MLS matches will be telecast on beIN SPORTS channels in Asia.

The deal, which will broadcast MLS during the 2015-2018 seasons in Australia, Cambodia, Hong Kong, Indonesia, Laos, Philippines and Thailand, includes at least two MLS regular season matches per week, as well as the AT&T MLS All-Star Game, at least two matches from the newly created Decision Day, all MLS Cup Playoff games and MLS Cup. In addition, beIN SPORTS will carry highlights, player features and other MLS content across its digital platforms.

“This groundbreaking partnership with beIN SPORTS creates a new platform to increase MLS’ exposure across the region,” said Gary Stevenson, President and Managing Director, MLS Business Ventures. “We are excited to have such a strong brand showcasing MLS games in Asia and Australia.”

“beIN SPORTS philosophy is to ensure that we showcase the best premium sports on our channels globally. Through this partnership with MLS we are enabling sports fans in the Asia Pacific region to watch another very exciting league.” said Yousef Al-Obaidli, CEO, beIN SPORTS APAC.

The partnership joins broadcast agreements with Globosat in Brazil, Sky Sports in the UK, Letv Sports in mainland China, Abu Dhabi Media in the Middle East and North Africa, and pan-European broadcaster Eurosport, as part of MLS’ continued focus to bring the league to more fans around the world and grow as a global media property.

About Major League Soccer

Headquartered in New York City, Major League Soccer features 20 clubs throughout the United States and Canada. The 2015 season features the most comprehensive U.S. media rights partnership in the history of the league, as eight-year agreements with ESPN, FOX Sports and Univision Deportes commenced. The 2015 regular season schedule can be viewed [here](#). For more information about MLS, visit www.MLSsoccer.com.

About beIN SPORTS

beIN SPORTS operates multi-platform sports channels in MENA, France, USA, Canada, Indonesia, Thailand, Hong Kong, Philippines and Australia. beIN SPORTS aims to bring fans of all great sports all the live game action, news and analysis of the top leagues and competitions around the planet, as well as exclusive and never available-before content. For more information about beIN SPORTS, visit:

www.beINSPORTS.com

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