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Formula One acquires APM and Allsport Management

CVC Capital Partners Group (“CVC”) and Formula One Administration (“FOA”) are pleased to announce that subsidiaries of Alpha Topco Limited (“Alpha”), the holding company for the Formula One Group, have reached agreement to acquire simultaneously Allsport Management S.A. (“ASM”), and the business undertaken by the Allsopp Parker & Marsh group of companies (“APM”). Completion of both the APM and ASM transactions is conditional on receipt of anti-trust approvals.

APM markets and sells advertising and sponsorship packages globally in respect of the FIA Formula One World Championship and ASM is the principal provider of VIP hospitality at Formula One events.

Following completion of the transactions, Patrick McNally will join the Board of Alpha, advise APM and continue as Chief Executive of Allsport Management.

Mr McNally commented: “With Allsport Management and the Formula One Group working together, we can further improve the offering to our clients worldwide. I am looking forward to working closely with Mr Ecclestone and the Board of Alpha to achieve this objective”.

Mr Ecclestone, CEO of the Formula One Group, commented: “APM and Allsport Management have been developed into highly successful businesses over the last 25 years, and we are delighted that each of them will now form part of the Formula One Group”.

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Useful Links

CVC Capital Partners – www.cvc.com

Formula One – www.formula1.com

Note to Editors

Background on CVC Capital Partners

CVC is an independent private equity group, which advises funds of over €16.8 billion in Europe and Asia. CVC Capital Partners (“CVC”), the European group, recently closed EUR 6 billion (US\$7.2 billion) CVC European Equity Partners IV, one of Europe’s largest private equity funds to date. CVC European Equity Partners IV fund seeks to invest in a diverse range of companies across Europe, with CVC continuing its focus on long-term investments, working in partnership with management. Since 1996, CVC has been the most active private equity firm in Europe, with CVC funds investing some US\$7 billion in buyout transactions. During this time, CVC funds have also achieved top quartile performance based on independent benchmark analysis undertaken by Cambridge Associates.

CVC operates an integrated European network of 12 offices. CVC's European operations have an experienced team of 62 investment professionals now led by 16 partners who are responsible for evaluating investments, providing strategic input to portfolio companies and maintaining a regular dialogue with investors. The current European portfolio totals 43 investments and includes the AA, the UK’s leading Automobile Association. CVC Asia Pacific is an established network of four offices with 33 staff, of which 23 are investment professionals.