



## PRESS RELEASE

### **Supersport joins Cricket Kenya as Broadcast partner**

Cricket Kenya has appointed Supersport as official broadcast partner for the new East African Premier League and East Africa Cup.

The new partnership will see Supersport broadcast coverage of the new Twenty20 and 50 over competitions which begin in early July. The competitions will feature six teams, four from Kenya and two from Uganda. The teams will compete against each other home and away with the top two in each competition reaching the final.

Supersport will show comprehensive live coverage of both the competitions including the finals to be staged on October 1<sup>st</sup> and 2<sup>nd</sup>. In addition there will be a weekly magazine show throughout the competitions featuring highlights, features and player profiles.

Cricket Kenya Chief Executive Tom Sears said: 'This new partnership is a massive boost to what is a hugely exciting development for East African cricket.

'We have developed the competitions to improve the playing standards in the region, bridge the gap between domestic leagues and international competition and raise the profile of Kenyan and Ugandan cricket in East Africa and beyond.

'Supersport has enormous expertise in top level sport throughout Africa and we could not wish for a better partner. The coverage will give the game unprecedented exposure and present fantastic opportunities to commercial partners who we are currently looking to recruit.'

Gary Rathbone, head of Supersport Africa said: 'Our broadcast partnership with Cricket Kenya is an exciting opportunity for us all and we are looking forward to playing our part in helping to raise the profile of cricket in Kenya. We at Supersport are looking forward to being part of this great stride forward in the development of cricket in Kenya, once again confirming our commitment to the future of not just cricket, but all Kenyan sport for all Kenyan sports fans everywhere.'

**For more information or job descriptions contact Tom Sears, Chief Executive on +254 770 302473  
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