



PANINI AMERICA SELECTS CONOVER TUTTLE PACE AS PUBLIC RELATIONS AGENCY OF RECORD

ARLINGTON, Texas (January 19, 2010) – Panini America (www.paniniamerica.net), a subsidiary of The Panini Group, the leading global publisher of sports and entertainment collectables announced today that it has selected Conover Tuttle Pace (CTP) (www.ctpboston.com), as its Public Relations Agency of Record. Conover Tuttle Pace will manage year-round Public Relations efforts and support Panini's product and marketing initiatives.

Initial work will include a new NBA basketball product launch Feb. 11-14 at the NBA All-Star Game in Dallas, TX. CTP will support Panini's mission to redefine domestic NBA trading cards by strengthening connections with existing NBA card enthusiasts, youth basketball participants and engaging prospective collector markets.

"We are excited to announce our relationship with Conover Tuttle Pace as our Agency of Record handling public relations and promotional events to support our sports and entertainment collectibles business. CTP clearly understood our brand and what we are looking to accomplish," said Mark Warsop, Chief Executive Officer of Panini America.

As the leading global publisher of sports and entertainment collectables, Panini has relationships with three of the major U.S. sports, including the NFL/NFLPA, NHL/NHLPA and an Exclusive Trading Card and Sticker Partnership with the National Basketball Association. Panini's other partnerships include an exclusive license with FIFA for the 2010 and 2014 World Cup, the Naismith Memorial Basketball Hall of Fame and with four-time NBA Champion Kobe Bryant of the Los Angeles Lakers. Panini also has a successful collectibles business with consumer brands including Disney's Hannah Montana and High School Musical, and Warner Brothers' Harry Potter.

"We are excited to work with a great brand like Panini America. In less than a year, Panini America has entered the U.S. market and established itself as a force in the sports trading card category," said Jason Howarth, Vice President of Consumer and Sports Marketing at Conover Tuttle Pace. "The quality of the Panini product is unmatched and the passion and energy Panini has for the category is contagious."

Conover Tuttle Pace clients include the Boston Red Sox, Breeders' Cup World Championships, Pop Warner, Pinehurst Resort, New Balance and Microsoft.

| About Panini

The Panini Group, established almost 50 years ago in Modena, Italy has subsidiaries throughout Europe, Latin America and the United States. Panini is the world leader in officially licensed collectables and is the leading multi-national publisher of comics, children's magazines and Manga in Europe and Latin America. Panini has distribution channels in more than 100 countries and employs a staff of over 800. For more information visit us at www.paniniamerica.net or www.paninigroup.com.

| About Conover Tuttle Pace

Founded in 1996 and headquartered in Boston, Conover Tuttle Pace (CTP) is an award-winning, full-service agency. CTP delivers a wide range of communications services to clients, including public relations, advertising, web development, sports marketing, social media and grass roots activation. CTP consistently ranks as one of Boston's Top 20 Advertising Agencies (*Boston Business Journal*, 2009). For more information visit us at ctpboston.com and follow us on Twitter [@ctpboston](https://twitter.com/ctpboston).

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