



Press Release

Embargoed until October 5, 2005

Publisher Roman Media Ltd launches unique coffee-table magazine for
Premiership players in the UK

Premier Player has been designed specifically to break moulds - a magazine of the moment that captures the zeitgeist. Marquee-name writers will use this unique opportunity to tell unforgettable stories, their way.

Issue one takes apart the myth and mystery of the West's last remaining Red Peril Fidel Castro and asks, what's behind The Beard? Future issues will feature editorials on subjects as wide-ranging as 'Rock and Roll Excess as a Democratic Struggle', 'Sun Tzu and the Art of Sportsmanship' and 'Extreme Angling: How I got addicted to Poaching'.

Add into the mix arresting images from the industry's most creative photographers with a heady hotpot of wit and iconography.

Managing Director George Constantinou believes the time has come to provide intelligent, creative editorial to this high-achieving market. "It is a total myth that footballers don't read extensively - we know from our market research they are avid magazine consumers and consistently make informed buying decisions. Premier Player does not try to imitate the conventional newsstand publications they already purchase. We have assembled an eclectic team to produce a truly unusual product for readers and advertisers."

Editor Simon Wheedon's brief from the Publisher was very simple: create an eye-catching, diverting magazine that has a strong dose of humour. "As an editor it is rare to be given so much freedom to play with the format. We have thrown out the concept of lots of short articles to concentrate on some of the most fascinating people and events of the last century to run alongside our creative visions of must-have purchases."

Premier Player is a quarterly publication delivered free-of-charge to premiership players. The first issue will be published on 5 October 2005.

All press enquiries should be directed to gc@romanmedia.co.uk or telephone George on 0207 745 2440

Further print-quality images and interviews are available by request.