



Company announcement 7 / 2008

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### **"Sports centre" project**

PARKEN Sport & Entertainment A/S has entered into negotiations concerning a project in southern Europe, combining a modern sports centre with holiday flats.

Negotiations are in progress with the sellers of the identified site, local authorities, contractors, sources of financing and a tour operator.

The underlying business concept is based on PARKEN Sport & Entertainment A/S' documented competencies – including experience from the very successful sale of 761 holiday houses at Lalandia Billund, operation of 36 fitness centres in Fitness.dk A/S, operation of the Lalandia centre, and sports know-how from FCK Handball and F.C. Copenhagen.

In addition, PARKEN Sport & Entertainment A/S believes that its extensive customer portfolio (comprising both private individuals and companies) will be relevant in connection with the potential project.

PARKEN Sport & Entertainment A/S intends to handle the sale of the holiday flats and to undertake operation of the centre facilities.

The project is at the initial stage, and a number of issues have yet to be resolved, but the plan is to acquire the site against payment, in part or in full, of shares held by PARKEN Sport & Entertainment A/S as treasury shares.

The Company intends to finalise the negotiations within the current year.

Yours sincerely

**PARKEN Sport & Entertainment A/S**

Flemming Østergaard  
Chairman