

DEFINITIVE RELAUNCHES WITH JAMIE BAULCH

Sports management agency 'Definitive' has relaunched for 2010 after joining forces with several top sports stars including Wales' all-time leading try scorer Shane Williams, 11 times Paralympic Champion Dave Roberts and Olympic Bronze medallist Tasha Danvers.

Now headed up by World Champion and Olympic Silver medallist Jamie Baulch, Definitive is a unique sports management company run by a mixture of former athletes, experienced sports lawyers from Cardiff firm Dolmans and PR personnel, with its head office in Windsor Place, Cardiff.

Definitive's clients also include Wales rugby international John Yapp (Cardiff Blues), BBC Wales Young Sports Personality of the Year Dan Lucker (athletics) and World Championships finalist David Greene (athletics), plus Commonwealth and British record holder Tom Haffield (swimming) and Matt Elias, Commonwealth and European medallist (athletics).

Going into 2010, Definitive now has ten clients on its books - seven of which represent Wales - and is aiming to have 20 clients by the end of the year.

Jamie Baulch, British Indoor 400m record holder since 1997 and World Indoor Champion, has helped to relaunch the company's new website www.definitive-sports.com which went live this week.

He said: "We are excited to be working with such a diverse group of talented individuals from Olympic and Paralympic sports and rugby. Our team is really passionate about sport and this is an amazing opportunity for me, having retired from athletics a few years ago. This is something that I have always wanted to do, to provide an honest and reliable Sports management service and above all make a difference!

"Definitive has a clear vision to build the profile and earning potential of our athletes and to be part of their future. We are delighted to have already signed such talented and high profile sports stars and are already in talks with other prominent sporting names."

Adrian Oliver, of Dolmans law firm which launched Definitive, added: "It is a huge coup to have Jamie Baulch representing Definitive. He had such a successful sporting career and being able to draw on his personal and professional experience will be an unrivalled contribution to our firm.

"Jamie is well equipped to deal with the task of growing Definitive. Along with the rest of the team, he has done a great job of relaunching the website and introducing new signings. With these achievements already, we look forward with anticipation to achieving our business goals in 2010 and beyond."

- ENDS -

Pictures: Jamie Baulch of Definitive

Issued by: Golley Slater Public Relations, Wharton Place, Wharton Street, Cardiff, CF10 1GS
Contact: Laura Windeatt on 029 2038 8621
Email: lwindeatt@golleyslater.co.uk
Date: 5 Feb 2010
Ref: LW/DOL/P/189