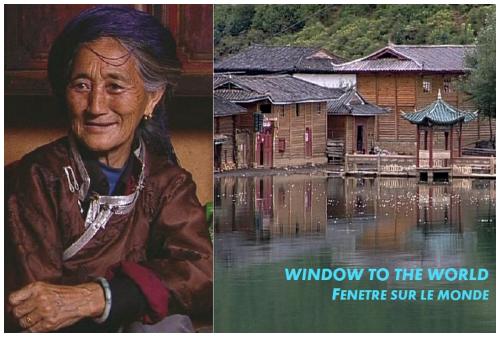

FRANCE: SPORT AND MONEY, MONEY IN SPORT?

Director(s): Romain ICARD

Medal-winning sports champions are the media super stars of today. At 20 they are millionaires and make ideal targets for those who are out to take advantage of them... Björn Borg, David Douillet (French judo champion), Carole Merle (French downhill skier), Bruno Bellone (former member of the French national soccer team) are among those who fell victim to unscrupulous businessmen and were financially ruined more or less due to their naivety... 'Sport Invest' tries to set the record straight. With the backing of financial experts, three French sportsmen, tennis star Yannick Noah, soccer player Daniel Bravo and rugby player Lafond' aim to protect their future clients from financial disaster through intelligent handling of their earnings.

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