



06.01.05

**FOOTBALL LEAGUE AND SPORTS TV JOIN UP TO ENHANCE SUPPORTERS
MATCHDAY EXPERIENCE**

Supporters will soon be watching exclusive television programmes about their clubs at their home grounds thanks to a new agreement between The Football League and Sports TV.

The five-year agreement sees Sports TV become the Official Supplier of In-Stadia Television Programmes to The Football League and will result in five-hour club specific TV programmes being screened in stadia across the country every week. The programmes will be screened in concourses and hospitality areas before kick off, at half time and at the end of games.

Sports TV will supply the clubs with cutting edge technology such as plasma screens and wide screen televisions and the agreement will see revenue generated from the sale of on-screen advertising.

The roll out programme for the scheme is well underway with all participating Championship clubs expected to be showing club branded programming by the end of this season. It is anticipated that the scheme will also be operational in Leagues 1 and 2 by the end of 2005.

Sir Brian Mawhinney, Football League Chairman said: "This is an excellent agreement for supporters and our member clubs made possible by our major re-branding exercise. Supporters will see exclusive programming while clubs will receive additional revenue. It is a win-win situation."

Stewart Regan, Director of the Football League Championship, who helped secure the deal, said: "Programming such as this is an excellent way to help build a brand. It is also a great way to entertain fans and will encourage them to enter grounds earlier. It should also prove popular with advertisers who can only benefit from the link up with Football League clubs, who are in many cases the biggest brands in their community."

David Mattock, Chief Executive of Sports TV said: "We are delighted to be joining forces with The Football League on a project that will enhance the matchday experience for supporters and give clubs and their sponsors a perfect opportunity to raise their profiles. Numerous clubs are already fully installed and operational with our in-stadia television programmes and we look forward to working with many others across The Football League."

For Further Details Contact:

Ian Christon, Communications Executive, The Football League:

0870 443 9282/07900 572 280

Sports TV:

0870 751 3773

