

PRESS RELEASE

7th August 2008

Scout7 Clients to Benefit from Long-Term PFPO Collaboration

In a move designed to assist Scout7 client clubs in analyzing player migration, the company is delighted to announce a link up with the world's leading experts in the field, the Professional Football Players Observatory (PFPO).

Established in 2006 with the support of FIFA, the PFPO is a joint collaboration between the Swiss-based International Center for Sports Studies (CIES) and the Université de Franche-Comté in France.

And for the past three seasons, they have published an Annual Review of the Players' Labour Market, focusing on individual teams and collective top-flight leagues in England, France, Germany, Spain and Italy.

During the past six months, the PFPO have been using the ProScout7 database, regarded as the largest live player database in world football, to assist in collating the 2008 edition of the Annual Review, which will be going to press later this month.

The review provides a comprehensive statistical overview of the three key aspects of the players market relevant to professional clubs: the training of home-grown players, international recruitment and professional player mobility.

In addition, the review also includes objective analysis based upon the various criteria assessed throughout the review, illustrated in tables, graphs and maps, highlighting familiar migration paths and player mobility rates.

And as a result of the collaboration, Scout7 client clubs will not only be able to purchase the review for a discounted rate, but will also have the opportunity to liaise directly with the PFPO with a view to the group delivering reports based on the club's specific recruitment requirements later on in the season.

Having studied different opportunities to assist client clubs in the various elements of player recruitment, Scout7's **Lee Jamison** explains the

key reasons why the company has teamed up with the PFPO this summer.

He says: "From working with approaching 100 clubs across Europe, we have recognized the growing importance held by clubs in analyzing trends in player migration within the recruitment process.

"Having seen the PFPO's 2007 review last autumn, it quickly became apparent to me that their findings would be of great interest to senior club staff involved in the recruitment of players from overseas.

"And by having at our disposal the largest database in world football, it seemed logical to provide the PFPO with access to certain areas of this database specific to their requirements for the collation of the review.

"The report will help define those clubs whose transfer activity, coupled to their success on the field, result in them having the best sustainable squad management in European football.

"As a result, I am sure all of our clients will look forward to analyzing the various aspects of the report once it goes to press later on this month."

Having spent the past six months working together with Loic Ravenel in compiling the 2008 review, **Raffaele Poli** of the PFPO explains how the data provided by Scout7, together with the company's relationships with some of Europe's leading clubs, will be of great benefit to the observatory during the coming season.

He says: "We are very pleased with the help Scout7 have provided in our work putting together the 2008 Annual Review.

"The information in their player database, together with their knowledge and understanding of player recruitment at the top level of professional football, has been of great assistance to us, both in collating the review and in the marketing of it to clubs in the leading European leagues.

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"I am also excited by the future prospect of working with a number of clubs associated with Scout7 to generate specific reports based on their own recruitment requirements.

"There is no doubt that the analysis of migration trends and recruitment patterns does have a role in proactive player recruitment and I am confident that together with Scout7, the PFPO can deliver comprehensive quality reports to these forward thinking clubs."

To pre-order a copy of the PFPO's Annual Review of the Players' Labour Market, please contact Scout7 directly by telephone (0870 757 7717) or email (info@scout7.com).

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Company Note

Based in central Birmingham, Scout7 is the world's leading provider of scouting and recruitment management solutions to professional football clubs and national football associations.

Scout7 has systems implemented at approaching 100 professional football clubs throughout Europe. Clients include Anderlecht, Ajax, AZ Alkmaar, Celtic, Chelsea, Everton, Le Mans, Liverpool, Olympique Lyonnais, Olympique Marseille, PSV Eindhoven, Rangers, FC Schalke 04, Sevilla and Villarreal.

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