

PRESS RELEASE

11th May 2010

Manchester City Implement Scout7Xeatre.tv Application

Scout7 is delighted to announce that Manchester City have strengthened its ties with the company by installing the Scout7Xeatre.tv video and analysis application into its scouting and recruitment department.

Manchester City are the fourth English club to incorporate the pioneering state-of-the-art technology during the 2009/10 season, after UEFA Europa League Finalists Fulham, Wolverhampton Wanderers and West Bromwich Albion.

The video application is a collaboration between Scout7 and German media solutions provider Xeatre.tv, who have historically delivered applications specially tailored for television production companies, enabling them to monitor programme content broadcast domestically by television networks globally.

By choosing to integrate the application into its existing infrastructure, Manchester City staff will be able to watch full matches during the season from several overseas domestic competitions legitimately, using a model whereby the club subscribes to television packages provided by domestic broadcasters, which are then recorded onto Scout7Xeatre.tv software in the country of broadcast and picked up by state-of-the-art receiver equipment at Xeatre.tv's headquarters in Munich.

Every game can be watched live as they take place through an online stream, which once finished is stored in a private club archive to be watched again at a later date. Each game can also be downloaded for offline viewing, which when downloaded, can be watched in the quality of the original broadcast, including HD.

In addition, the application's online editing facilities have the capacity to enhance the role of a scout in the recruitment process, by enabling them to produce their own series of edited clips on an individual player, either based on a single performance or a combination of matches, for central archiving.

It also means that whilst a scout is at a game in the stadium, they can note the minutes of key events in the game, for the purposes of editing recorded match footage instantly within Scout7Xeatre.tv when they are in next front of their PC, speeding up the process of both video player analysis and opposition assessment.

Manchester City's 1st Team Scouting & Recruitment Co-Ordinator Dave Fallows explains why the club have invested in Scout7Xeatre.tv:

He says: "The video aspect of scouting has been around for quite a while now, whether it be from the use of DVDs or recording games to satellite systems to build internal knowledge," says Fallows.

"However, anything relating to video was isolated and it was up to staff to chase up other departments to obtain what they needed, or alternatively outsource it.

"By bringing Scout7Xeatre.tv into the club, and integrating it into ProScout7, we have recognised that this is the tool we needed to work with greater efficiency to make good judgements on players within a quicker timeframe."

Following Manchester City's decision to implement Scout7Xeatre.tv, Scout7 Managing Director Lee Jamison expressed his delight with how the application is enhancing existing scouting practices around European football.

He says: "We are very pleased announce this agreement with Manchester City, who have been users of our ProScout7 application for a number of years.

"As with all other FA Premier League clubs, their recruitment department has grown and evolved as the intensity of player recruitment has increased on a global scale in the English

IBIC Centre T1. +44 (0)870 757 7717
Holt Court South T2. +44 (0)121 250 3586
Aston Science Park F. +44 (0)870 043 4629
Birmingham B7 4EJ E. info@scout7.com
United Kingdom W. www.scout7.com



game. Their decision to implement this solution is testament to the quality of both the technology and service that Scout7 and Xeatre can provide seven days a week.

"In addition, together with the four English clubs that have incorporated the technology in little under six months, we have also seen Scout7Xeatre.tv being adopted at leading teams across all the major European leagues, including at Borussia Dortmund in Germany, Valencia CF in Spain and most notably at Olympique Marseille in France, where the installation was part of a massive internal TV intranet project undertaken at the training ground.

"As a result of this growth in our clientbase, I am convinced that Scout7Xeatre.tv is the future of video scouting in professional football."

ENDS

Company Note

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

For more information please contact:

Andy Cooper
PR and Communications
T: +44 (0) 870 757 7717
E: andyc@scout7.com