

PRESS RELEASE

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Scout7Xeatre.tv International Broadcast System Launched to the Football Industry

Scout7 is delighted to announce the launch of a brand new match footage service, delivered in conjunction with German broadcasting services provider Xeatre.tv.

Using a revolutionary business model which guarantees 100% legal broadcast content, the Scout7Xeatre.tv system is the world's most advanced video-scouting solution.

The model revolves around clubs implementing their own private web-based 'Hosted Solution' within their own internal infrastructure, which can be accessed anywhere in the world online simultaneously by multiple members of staff.

The club then 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.

The footage is then available for club users to watch, either via a live stream or as a recording through the Hosted Solution and all footage is safely archived on the club's own private server in Munich.

The system also has facilities for staff to cut and edit match footage for further analysis and all games can be exported onto DVD in high resolution for private use.

In addition, the club can also upload their own matches onto their server, enabling them to edit and archive training sessions and matches played behind closed doors.

Following the launch of Scout7 Xeatre.tv, Scout7 Managing Director Lee Jamison explains the key reasons why the company has linked-up with Xeatre.tv.

He says: "It is well documented that the legalities of obtaining match footage is very sensitive within the football industry, particularly in England.

"As a result, we have spent the best part of two years evaluating the broadcast market and decided against launching any kind of service until we were satisfied that we can offer something that was not in breach of English and International law.

"We are now satisfied that we can provide such a service to our clients through Scout7 Xeatre.tv, which as well as being 100% legal, is in my opinion the most efficient way of watching matches live in high resolution digital quality and recording them for private use.

"The long-term goal is for the system to be linked into our core ProScout7 solution, which will allow users of both systems to attach video footage to Player and Match Reports, in addition to using sophisticated video searches on specific player targets.

"I am confident that Scout7 Xeatre.tv will prove to be a revolutionary addition to the scouting process at leading European clubs, meaning they will no longer have to rely on doubtful sources to obtain footage to evaluate players overseas."

Xeatre.tv Managing Director Christian Siegert is pleased that his company's broadcast solution, currently in use within a diverse range of industries, can now be used proactively in professional football.

He says: "For the past four years, we have provided a package to a number of well known international media companies to enable them to study the content of entertainment programmes broadcast all over the world.

Our diverse customers highlight the flexibility of the Xeatre.tv package, and in today's climate of competitive global recruitment in professional football, it appears a logical progression for us to offer a package that enables clubs to monitor their key overseas markets on a daily basis.

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"Therefore, we are delighted to join forces with Scout7 to provide a solution which complements their existing scouting management technology.

"Together we have already delivered a service to three top-flight German clubs, who have subscribed to multiple domestic broadcasters. The feedback we have had so far has been overwhelmingly positive, especially when they have had to make decisions under pressure during the recent transfer window.

"Together with Scout7, we are looking forward to introducing the solution to new markets across Europe and the world throughout 2009."

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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, TSG Hoffenheim and Villarreal.

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