

PRESS RELEASE

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Scout7 Acquires Pioneering 'Team Academy Pro' Application

Scout7 Limited is delighted to announce the acquisition of Team Academy Pro.

Originally launched in 2007, Team Academy Pro is a web-based application for the development and management of youth players at professional Academies and Centres of Excellence.

In addition to centralising all essential Player Administration, Development, Coaching, and Squad data, the Team Academy Pro system incorporates state-of-the-art communication facilities which enhance correspondence between the club, their players and parents that are not available in any competitor products.

Scout7's acquisition of the software will see Team Academy Pro retain existing members of staff and offices in London, whilst Managing Director Bradford Griffiths has become Product Manager for Scout7 Limited for all operating applications.

Existing clients of Team Academy Pro will benefit from considerable additional resource being invested into the solution by Scout7, including the introduction of pioneering Digital Pen technology that allows data from paper forms to be transmitted directly into the application. It is a platform which, in the long term, will be replicated across Scout7's entire product base.

These clubs will also become part of the extensive stable of Scout7 clients, with access to its range of products and support team dedicated to delivering leading edge solutions.

The acquisition is the second major development involving Scout7 in 2009, following the company's agreement with media solutions provider Xeatre.tv for the exclusive distribution of its online video analysis and management solution to professional football clubs.

Following the conclusion of negotiations to purchase Team Academy Pro, Scout7's Chairman Mark Ansell outlined the Board's key motives behind the decision.

He says: "After eight years of successfully delivering solutions to a wide array of clubs, Scout7 is now a very strong brand within the professional football industry.

"Today, we have an international client base exceeding one hundred professional clubs, are financially strong, profitable and with valuable partnerships around the world, both in sport and technology. We are held in the highest regard by our clients who recognize that we are in professional football for the long haul.

"As part of this commitment, we are always looking to deliver unique platforms that enhance existing operations at all levels of clubs and we see Team Academy Pro as an important addition to the range of solutions we make available to clients.

"Scout7 will continue to develop leading edge products through internal development and external acquisitions, to ensure that we continue to satisfy client needs and be a preferred supplier to the football and media industries."

Scout7 Managing Director Lee Jamison believes Team Academy Pro will provide professional clubs at all levels with a solution for managing every aspect of their player development.

He says: "Although there are solutions available for player development and squad management at elite level within professional football, there has never been a solution widely available which has the capacity to be incorporated at all levels of the game – both in terms of cost and functionality.

"Team Academy Pro is the exception, which is demonstrated by the fact that clubs in three different divisions have already implemented the solution. This has also been recognized by governing bodies, including the LFE, who currently offer funding grants for clubs to assist in any implementation.

"No matter whether it is managing Administration, Correspondence, Communication, Development or Squad

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Management information, Team Academy Pro centralizes all key data within one private system. It is the complete Academy and Youth Development solution.

"We are delighted that it now forms part of the Scout7 product portfolio."

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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.

Scout7 has systems implemented at over 100 professional football clubs throughout Europe. Clients include Anderlecht, Ajax, AZ Alkmaar, Celtic, Chelsea, Everton, Hertha BSC Berlin, Liverpool, Olympique Lyonnais, Olympique Marseille, PSV Eindhoven, Rangers, Red Bull Salzburg, FC Schalke 04, Sevilla, TSG Hoffenheim and Villarreal.

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