

Press Release

16 November 2006

The advertising and sponsorship division of 365 Media Group has today been launched as 365 Digital Media, bringing together all of the group's online and mobile sales functions under a single brand.

Colin Elms will be director of advertising and sponsorship for the revamped division, which completes a group-wide rebranding process that has seen ukbetting plc renamed as 365 Media Group plc, while the TEAMtalk Media Group division is now known as 365 Media Group.

The primary function of the new division will be the sale of advertising, sponsorship and promotional opportunities on 365 Media's network of sports and content portals. This includes Football365.com, sportal.com, sportinglife.com and TEAMtalk.com, among others, as well the recently launched Sport365.com content aggregation portal, which brings multi-sports news and comment from the entire network together for the first time.

"The advent of broadband has had a profound effect on the world of online advertising, creating a huge range of new channels," says Colin. "For example, we now have online sports TV channels on most of our sites, offering the opportunity for click-through advertising, video and interactive all on one site.

[/...more](#)

“With 365 Digital Media, we are able to offer individually tailored packages to all our clients, both on-going and related to major sporting events, which will effectively reach the target audiences for their products and campaigns.”

The 365 Digital Media team has also been restructured with the appointment of Simon Joseph as head of client sales & sponsorship and Darren Kietz as head of Agency Sales. In total, seven staff are now employed in the division, with more appointments expected in the near future as demand for broadband advertising continues to expand.

Through offering clients access to 14 distinct brands attracting more than 9 million monthly users, 365 Digital Media is well placed to take advantage of the rapid expansion of online advertising and promotion, which this year is expected to be worth more than newspaper advertising in the UK for the first time.

ENDS

Issued on behalf of 365 Media Group by Forum Communicate

For further information please contact:

Rob Lawson on (0191) 226 8800 or email rob@forumcommunicate.co.uk