

22 November 2006

sportinglife.com Ashes Microsite Will Bowl You Over

One of the UK's leading online sports news and content suppliers is helping stumped cricket fans keep up to date on all the Ashes gossip, results, opinion and stats after launching a dedicated site for the hotly contested series which starts later this month.

The team at sportinglife.com has been busy building the site to help out members of the Barmy Army who can't make the trip Down Under, covering every minute detail of England's attempt to retain the sacred urn.

Content will include an exclusive column from Andrew Ramsey, cricket reporter for 'The Australian' newspaper, who will give us a home-grown slant on the mammoth battle between the old enemies and an update on the latest Aussie 'sledging'.

"With the fixtures taking place in Australia, many fans will find it difficult to hold down a steady job if they're up all night watching the cricket, which is why our site will be the first port of call for cricket fans waking up in the UK," says Graham Shaw, editor-in-chief of sportinglife.com. "We'll also have live ball-by-ball cards and commentaries so those who are able to stay up late can access it live online."

/...more

The site will also feature a photo gallery of each day's best moments, blogs from sportinglife.com reporters and an up-close look at both squads. The team will also be regularly dissecting the fan comments in the site's mailbox and a special Ashes version of the site's popular *Fantasy Manager* game.

"I'm especially looking forward to insight from Andrew Ramsey on what the Aussies are saying, and whether they think we've got a chance in their back yard," adds Graham.

"It's been a turbulent few months for England and the first tour match didn't quite go to plan so I'm sure they think we're in for a hiding. But after the magical summer of 2005, anything is possible."

To keep up to date on all of The Ashes build up and as the drama unfolds visit <http://ashes.sportinglife.com>

ENDS

Issued on behalf of 365 Media Group by Forum Communicate

For further information please contact:

Richard Garrad on (0191) 226 8800 or email

richard@forumcommunicate.co.uk

Notes to Editors:

365 Media Group is the leading operator of sports websites in the UK. Comprising sportinglife.com, TEAMtalk.com, sportal.com, Football365.com, cricket365.com, golf365.com, Rivals.net, planet-f1.com and planet-rugby.com among others, the network delivers high-quality interactive content to an audience of 9 million loyal, sports fans; consisting mainly of affluent ABC1 males. The group provides advertising and sponsorship opportunities across the network for a wide range of leading brand names from all sectors. In addition to consumer-facing activities, the group also produces, syndicates and delivers content on a B2B basis through web, audio, video, iTV, satellite and mobile telephony platforms to an array of well-known clients.