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ukbetting Renames as 365 Media Group plc

Leading UK sports content and gaming operator ukbetting plc has this week launched a rebranding sees the AIM-listed company renamed as 365 Media Group plc.

The move is intended to better convey the important role of the company's various revenue streams outside of gaming, which include advertising, affiliate marketing and content syndication.

"This change in name now properly reflects the mix in group revenue and activities that has evolved over the last five years," says David Annat, Managing Director of 365 Media Group plc. "When we listed in 2001, most consumer internet connectivity was through narrowband and our network of sport sites generated relatively small revenue, but did drive customers to our gaming websites.

"Since then, the explosion in broadband connectivity has both dramatically increased the usage and usability of our sites as well as creating significant advertising and affiliate revenues, to the extent that advertising revenues have increased 16 fold. This is why we feel that 365 Media Group plc is a better reflection of the company's current positioning as an online sports publisher and broadcaster, with a very important gaming division."

365 Media Group's sports news and content network includes iconic sites such as sportinglife.com, Football365, TEAMtalk.com, Rivals.net and sportal.com, together attracting more than 9 million unique users each month.

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"The new name presents a clearer brand image to prospective advertisers," says Colin Elms, director of advertising and sponsorship for the group's media & content division.

"Broadband has transformed the internet as an advertising proposition, to the point that three times more is spent by advertisers on the web than on radio; a total of £1 billion in the UK this year so far. New services such as broadband TV channels mean we can now offer video and interactive advertising that is even more effective than before. The new name represents the increasingly prominent role of news, content and advertising within the company, and gives the outside world a better idea of our true identity as a dynamic, multi-discipline media company."

In the next few months, 365 Media Group will continue the process of relaunching the sites within the network, with new formats for Golf365 and Cricket365 expected to be unveiled soon. In addition, the company is looking to expand its broadband video network, currently comprising multi-sports site sportal.com; golf video portal PGAPro.tv, boxing and combat sports site Combat.tv; ConferenceFootball.tv and video channels on TEAMtalk.com and Football365.

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Issued on behalf of 365 Media Group plc by Forum Communicate

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Notes To Editors

The media & content division of 365 Media Group plc, 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 syndicates content on a B2B basis through web, audio, video, iTV and mobile telephony channels to an array of well-known clients.