



Media release – February 9, 2009

News Digital Media Invests in SportingPulse

NDM Sales Team To Represent SportingPulse

News Digital Media's chief executive officer, Richard Freudenstein, announced today that the company has acquired a significant minority stake in SportingPulse (ANZ), Australia's largest grassroots sports network.

SportingPulse is the home of Australian grassroots sport on the internet and one of the most popular sports websites in the country, attracting more than one million monthly unique browsers during the peak winter sporting season.

SportingPulse provides more than 50 sports with the IT tools to manage their organisations and competitions, publish websites, communicate with participants and raise revenue. The company has business relationships with and direct access to:

- 25 national governing bodies, including the Australian Football League, Australian Rugby League, Basketball Australia, Touch Football Australia, Hockey Australia, Lawn Bowls Australia, Football NSW, Football New Zealand and The Oceania National Olympic Committee
- 3700+ leagues
- 28,000+ clubs
- 180,000+ teams
- Two million sports participants

Mr Freudenstein said "In less than a decade SportingPulse has established itself as Australia's pre-eminent online network for grassroots sports. With the company now evolving from a software business into a fully fledged digital platform, it presents an ideal strategic investment opportunity for News Digital Media.

"We see great synergies between SportingPulse and News Limited's metro, regional and community newspapers, which both have remarkable connections with communities across Australia. We will work closely with SportingPulse to ascertain the best way to leverage our expertise and print and online properties to help the site grow its traffic, reach and revenue."

SportingPulse's chief executive officer, Nick Maywald, said "Sport is a way of life in Australia and the grassroots community form a proud and passionate part of our society.

"News Limited and SportingPulse are both actively involved in supporting grassroots sport and the partnership with News Digital Media will have a huge positive impact on our business. We look forward to benefiting from their wealth of experience in growing digital businesses."

In a separate agreement, from today News Digital Media's award-winning sales team will sell display advertising across the SportingPulse network.

Mr Freudenstein said that SportingPulse would prove a valuable addition to News Digital Media's market offering.

"SportingPulse gives advertisers a fantastic opportunity to reach not only a huge mass audience, but also to target highly engaged Australians from every walk of life

"Adding one million unique browsers to our portfolio means News Digital Media will represent one of Australia's biggest sporting networks, with a reach encompassing everyone from the tragics who religiously follow their team's every move to the mums and dads who watch their kids in the park on a Sunday morning," he said.

News Digital Media's stake complements the AFL's minority interest in Sporting Pulse, secured in 2008.

The AFL's chief operating officer Gillon McLachlan said "This is a great result for Australian football's grass roots community, which last year exceeded 690,000 in players alone.

"Our participants, volunteers and supporters are invariably passionate followers of their local leagues and clubs, and the stats show that the web is an increasingly important tool of engagement.

"News Digital Media brings a media company mindset to engaging this community, and that is a great thing for commercial supporters of our game, the game itself, and most importantly, users of the system."

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About News Digital Media

News Digital Media is one of Australia's largest and most innovative digital media publishers.

Its network includes news.com.au, truelocal.com.au, careerone.com.au, carsguide.com.au, moshtix.com.au and the websites for News Limited's newspapers including The Australian, The Daily Telegraph, Herald Sun, The Courier Mail and The Advertiser.

News Digital Media's sales team, which has won B&T's 'Sales Team of the Year' for the past two years, represents Australia's largest network of news, sport and weather properties.

News Digital Media is the online division of News Corporation's Australian subsidiary News Limited.

www.newsdigitalmedia.com.au

News Digital Media is a carbon neutral company

About SportingPulse

Founded 9 years ago, and headquartered in Melbourne, SportingPulse's software enables administrators to manage participant membership and competitions, edit websites that display fixtures, results, league tables and statistics and communicate with participants via email and SMS.

SportingPulse also provides registration and event management software for single and multi-sport events. Major clients include the 2007 FINA World Swimming Championships and the 2009 Sydney World Masters Games.

SportingPulse's online community is dependent on its software and websites for essential information on the sports in which they participate - information they can't get from any other source. This content makes SportingPulse unique and creates opportunities for companies to be part of the SportingPulse Community Sport Network to enable them to interact with consumers in a meaningful way and deliver relevant targeted brand messages.