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## **NEWS DIGITAL MEDIA AND ESPN SIGN STRATEGIC ALLIANCE**

News Digital Media and ESPN today announced a strategic alliance which sees News Digital Media becoming the exclusive Australian sales representative for three of ESPN's specialist sports sites - ESPNCricinfo.com, ESPNSoccernet.com and ESPNScrum.com.

The addition of ESPN's suite of sports sites means that the News Digital Media's sales team will now represent Australia's largest online sports stable, with over 40 million page impressions each month.

News Digital Media's sales teams will now represent –

- ESPNCricinfo.com
- ESPNSoccernet.com
- ESPNScrum.com and
- the sports verticals of News Limited's masthead websites - dailytelegraph.com.au, heraldsun.com.au, couriermail.com.au, perthnow.com.au, adalaidenow.com.au and theaustralian.com.au.

Ed Smith, chief commercial officer of News Digital Media said that the partnership offers advertisers not only huge reach, but premium, deep and highly engaging content to complement their brands throughout the sporting calendar.

"News Digital Media is excited to announce this partnership. ESPN is the leading, global sports brand, with unheralded reach and quality coverage across all of the major sports in the world. The addition of ESPN's sites to our advertising portfolio means that News Digital Media is able to offer Australian marketers unrivalled reach and opportunities for digital sports marketing."

Tom Gleeson, ESPN vice president, digital, said: "Australia is an important market for us. We are delighted to partner with News Digital Media's award winning sales team. It is fitting that ESPN is partnering with Australia's biggest and best sporting publisher as the next few years will see ESPN's market leading sites bring unrivalled coverage to Australian sports fans of major global sporting events including the 2009 Ashes series, the ICC World Twenty20 and the Socceroos gunning for the 2010 FIFA World Cup."

ESPNCricinfo.com is the world's leading cricket website and is one of the top five single-sport websites globally. In Australia it attracts up to 1.4 million unique users per month.

ESPNSoccernet.com is the world's leading English-language football website, attracting 400,000 Australian unique users each month.

ESPNScrum.com is a well respected rugby union website that has been providing unrivalled sports coverage for over 10 years and is starting to gain traction amongst Australian fans.

The partnership is effective from 1 January, 2009, when News Digital Media's sales agreement with FoxSports ends.

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**About News Digital Media**

News Digital Media is one of Australia's largest and most innovative digital media publishers. We are Australia's first choice when it comes to online news, sport and weather. We are the place people go to for things that interest and matter to them.

News Digital Media is made up of 23 digital properties, purpose built to deliver 360 degree coverage of the lifestyle, needs and interests of our audience of Aspiring Australians – the people who work hard and actively spend to have the best possible lifestyles for themselves and their families.

Through news and entertainment at NEWS.com.au and the masthead sites of News Limited's newspapers; search at truelocal.com.au, CareerOne.com.au or carsguide.com.au; access to the latest entertainment and music information at moshtix; corporate training at Learning Seat; or indulging a personal interest at vogue.com.au, notebookmagazine.com or overlander.com.au - News Digital Media has become part of life for Aspiring Australians. [www.newsdigitalmedia.com.au](http://www.newsdigitalmedia.com.au)

*News Digital Media is a carbon neutral company*

**About ESPN**

ESPN International has grown to include ownership — in whole or in part — of 34 television networks outside of the United States, as well as a variety of brand extension businesses, which allow ESPN to reach fans in 194 countries and territories.

ESPN has been in Australia since 2000, available via FOXTEL. Online, Soccernet is the destination of choice for football fans worldwide, and launched French, German, Spanish and Italian versions in May 2007. ESPN acquired cricinfo.com - the world's leading cricket website - and scrum.com – a leading rugby news, features and information portal – in summer 2007. In August 2008, ESPN acquired the world's leading independent motor racing website, Racing-Live.com.

Based in Bristol, Conn., ESPN, Inc. is the world's leading multinational, multimedia sports entertainment company featuring a portfolio of over 50 multimedia sports assets. ESPN is 80 percent owned by ABC, Inc., which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20 percent interest in ESPN.

**About The Walt Disney Company**

The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise with four business segments: media networks, parks and resorts, studio entertainment and consumer products. Disney is a Dow 30 company, had annual revenues of over \$35.5 billion in its most recent fiscal year, and a market capitalization of more than \$55.8 billion as of September 29, 2008.