

Supponor and sporteo announce agency agreement

sporteo to represent Digital Billboard Replacement specialists Supponor in Austrian and Swiss markets.

London, UK and Helsinki, Finland – February 19, 2010 – Supponor Ltd, a specialist in digital billboard replacement solutions, today announced the appointment of sporteo Int. Sportmanagement AG as their exclusive commercial agents for football, tennis and skiing in the Austrian and Swiss markets.

Supponor's digital billboard replacement technology, DBRLive, allows sports rights holders to deliver significant new value to advertisers and multiply the value of their events. Changing the content of physical in-stadium billboards in live sports broadcasts allows global brands to tailor their message for specific markets, and regional brands to utilise globally interesting sports events that were previously out of their reach.

The agreement between the two companies will see sporteo introducing the revolutionary technology to a range of sports rights holders in their territory helping them generate new revenues that, without this technology, would not be available to them.

"We are delighted with the appointment of sporteo" said Supponor CEO Chris Buckley. "They are well established in this region and have a great track record for embracing new technologies and delivering value for rights holders.

sporteo CEO Hanno Egger echoed that view, saying "The Supponor system will be a step into a new world of advertising opportunities in sport."

Supponor's patented technology locates the position of the existing billboards in real time which allows for smooth and exact placing of digital content in live broadcasts, regardless of rapid camera movements or players and officials moving in front of the billboards. Uniquely, DBRLive is not restricted by the content, pattern or colour of the existing billboards. The result is a natural-looking billboard that is relevant to both in-stadium audience and broadcast viewers in different markets.

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About Supponor

Supponor Ltd. is a specialist in digital billboard replacement solutions. Supponor's flagship product DBRLive allows existing in-stadium perimeter billboards to be replaced digitally in live broadcast, enabling targeted in-event advertising and increasing the value of sports and broadcast rights. With DBRLive, global brands can tailor their message for specific markets, and regional brands get to utilise globally interesting sports events that were previously out of their reach. DBRLive is not restricted by the content or colour of the existing billboards, allowing relevant messages to appear to both in-stadium audience and broadcast viewers. Originating from Finland with commercial headquarters in the UK, Supponor is owned by management, private investors, Northzone Ventures and Conor Venture Partners. For further information, please visit www.supponor.com.

About sporteo

sporteo Int. Sportmanagement AG was established in 1988 and has offices on Liechtenstein, Switzerland, Germany and Austria. The company is divided into three business areas, Sports Sponsorship, Sports Media and Career management. For further information please visit www.sporteo.cc