

**Supponor appoints former PA Sport CEO Chris Buckley as CEO;  
prepares for commercial roll-out of digital billboard replacement system**

*Digital replacement of in-stadium perimeter billboards in  
live broadcast enables targeted advertising in sports events*

**Helsinki, Finland and London, UK – October 7, 2009 – *Supponor Ltd***, a specialist in digital billboard replacement solutions, today announced the appointment of **Chris Buckley** as the new Chief Executive Officer. Chris Buckley is a former Director of The Press Association, the national news agency of the UK and Ireland, and former CEO of PA Sport, a company that he developed into the largest sports information provider in the world.

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 potential impact of Supponor's technology on the value of sports rights is impressive, and I'm delighted to be involved," said Chris Buckley, CEO of Supponor. "We have an excellent team who have developed and built a unique system that is already raising a great deal of interest in the sports rights, advertising and broadcast markets. This is a very exciting time for the company as we are now approaching the commercial roll-out phase."

First introduced to the market in August 2008, the beta version of DBRLive has been further developed and tested in a wide range of events and circumstances. The 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. Uniquely, DBRLive is not restricted by the content 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. Supponor is currently preparing to release the first commercially available version of its indoor sports product – DBRLive Indoor.

"We are extremely pleased that Chris has agreed to join us, as his vast experience in sports rights and media is a true asset to Supponor", said Jan Tore Meren, Chairman of the Board of Supponor. "Chris has an

impressive track record in building sports related businesses in international markets and a strong reputation amongst sports and sports rights holders.”

**Press photos for editorial use:** [www.netprofile.fi/supponor](http://www.netprofile.fi/supponor)

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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. The first commercial version of the patented software technology, DBRLive Indoor, is scheduled to be available during 2009. Based in Finland with offices in the UK, Supponor is owned by management, private investors, Northzone Ventures and Conor Venture Partners. For further information, please visit [www.supponor.com](http://www.supponor.com).

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