

SIS LIVE to provide golf coverage for European Tour Productions until 2012

12 September, 2008: SIS LIVE, a world leader in the television broadcasting industry, has signed a new contract with European Tour Productions to provide satellite services for their golf coverage until the end of 2012. This includes satellite services, uplink trucks, flyaways for events in Europe and The Middle East, coordination of local uplink providers and satellite services for events in South Africa, Asia and Australasia. The agreement includes the potential to increase the coverage in Europe to four simultaneous High Definition (HD) feeds with redundancy, all from a bespoke dual antenna uplink truck.

From Monday 15 September, SIS LIVE will be on site at The Ryder Cup 2008 in Louisville, Kentucky, to provide European Tour with news feeds and all its live HD and Standard Definition (SD) satellite coverage for the US, Europe and Asia.

“To coincide with our move to the HD production of golf for Sky we have renewed and extended our current contract with SIS LIVE,” said Tony Coxon, Head of Production Operations at European Tour Productions. “We’re now using a custom designed dual antenna uplink which makes the delivery of HD to Sky and SD to the rest of the world easy. We’ve stayed with SIS LIVE because the entire team including management, planning, design, logistics, bookings, and onsite engineers are flexible, effective and a pleasure to work with.”

SIS LIVE has worked with European Tour on all its golf coverage since January 2004. Since March 2008, SIS has also provided internet access and telephone lines using its iDirect platforms on IS-907 and IS-801. This has given European Tour and its clients a more consistent, flexible and cost effective solution. The system utilises satellites, therefore the remoteness of each location has no impact on the service. SIS provides European Tour with its own dedicated telephone numbers so as soon as the uplink dish is deployed, the phones and internet are available immediately for everyone in the TV compound.

“SIS Live is delighted to extend its partnership with European Tour for such a prestigious worldwide sport,” said David Meynell, Managing Director of SIS LIVE. “We help to ensure that many of the world’s top golf tournaments are broadcast live to millions of homes across the globe

Ends

About SIS

SIS is one of the world’s leading companies in the television broadcasting industry. It is the foremost supplier of television programming and data services to the UK and Ireland betting industry. The company’s broadcast business, SIS LIVE, has the largest satellite uplink fleet in Europe and is the largest outside broadcast provider in the UK. It offers a complete broadcasting solution from onsite outside broadcast facilities through to global distribution and IP provision. The company covers 100,000 hours of live events worldwide each year, including Formula One, The Wimbledon Championships, UEFA Champions League football and European Tour Golf, and delivers approximately 80% of live news feeds across the UK.



PRESS RELEASE

Please visit www.sislive.tv for more information.

For more information, please contact:

Gerald Cross, The JJ Group
Email: gerald.cross@thejjgroup.com
Phone: +44 (0)1865 343100