

SIS LIVE BACKS THE BID FOR ENGLAND 2018 FIFA WORLD CUP**SIS LIVE is proud to be an official supporter of the England 2018 World Cup Bid**

Langley, United Kingdom, 8th June 2010: SIS LIVE, Europe's largest outside broadcast (OB) and uplink supplier, is proud to announce that it is an official supporter of the England 2018 World Cup Bid. As part of its commitment to helping England secure the backing of FIFA, SIS LIVE is offering its technical expertise and its experience in running major sporting events to the England 2018 team. Specifically, SIS played a major part in helping England 2018 to develop its broadcast offering within its proposal to FIFA. England's Bid Book was officially delivered in Zurich on May 14th.

David Meynell, Managing Director, SIS LIVE, says: "SIS LIVE is proud to be an official part of England's campaign to win the right to stage the 2018 FIFA World Cup. A World Cup in England would be a fantastic experience for fans at home and abroad if we won the right to stage the tournament."

England 2018 Chief Executive, Andy Anson says: "SIS LIVE has experience covering top-flight football and providing the technical facilities for major sporting events. We are delighted they stepped forward to offer their expertise during the development of our bid strategy."

SIS LIVE has over 70 years of BBC outside broadcast experience and works with all the major UK and international broadcasters at the highest level across many sports, including a huge variety of national and international football competitions. The company has extensive experience covering the Barclays Premier League, the FA Cup, UEFA Europa Cup, UEFA Champions League and previous FIFA World Cups.

SIS LIVE has an on-going investment programme to ensure all its facilities incorporate the latest High Definition and 3D broadcast equipment, and will continue to invest in state-of-the-art equipment up to and beyond the 2018 World Cup.

SIS LIVE crews and project managers also offer vast experience across football production, have well-developed relationships with the FA and all the UK clubs, and are very familiar with most UK and many international football venues. The company has an excellent international reputation for providing host broadcast facilities for football events and other major sporting events. In 2010, SIS LIVE is providing the technical facilities and production coverage of the XIX Commonwealth Games in New Delhi, India.

SIS LIVE can also offer a wide range of additional services to help ensure that its football coverage continues to achieve the highest production standards. The company's award-winning special cameras division has designed, built and operated many innovative new camera systems and angles, from goalpost cameras, to overhead 3D camera systems, to the latest RF communications.



PRESS RELEASE

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.

Please visit www.sislive.tv for more information.

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