

**-- FOR IMMEDIATE RELEASE --**

## **SkyBet partners with FSB Technology for the World Cup**

*FSB Unites Fantasy Football and Sports Betting Formats*

**January 25, 2010, (London, United Kingdom)** - FSB Technology (UK) Ltd. ([www.fsbtech.com](http://www.fsbtech.com)) hit the ground running in 2010 by signing an agreement that will see FSB's products promoted on SkyBet during the World Cup. FSB's live player performance ratings, FSB Points, will form an integral part of SkyBet's football content throughout the World Cup, including the associated fixed-odds betting products.

Fantasy sports betting is a fresh concept offering a unique take on football betting. The FSB service combines fantasy league-style performance measurement with fixed-odds betting on the World Cup football matches. SkyBet customers can try to predict which player will deliver the best performance on the day, with both live and historic performance data available. Players are rated using the company's proprietary performance measurement formula, which allocates FSB Points for goals, assists, clearances, tackles, passes, bookings etc.

Dave McDowell, CEO of FSB Technology, said: "Sky is a perfect partner for us. Their network of football websites will provide mass market distribution for our FSB Points system and the associated betting markets. The way Sky Sports and SkyBet are combining sports content and betting opportunities shows that they are one of the most forward-looking operators in the industry."

Ben Warn, Sportsbook Director for SkyBet, said "FSB is one of the true innovators in the market today. The FSB Points provides the first common currency for comparing football player's performances and we are excited about bringing these betting markets to our customers."

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**About FSB Technology (UK)** ([www.fsbtech.com](http://www.fsbtech.com))

FSB has developed a new and innovative approach to sports wagering. Fans today can be just as passionate about individual players as they are about their favourite team. FSB taps into this rapidly growing consumer trend, driven by the media and the growth of fantasy sports leagues, by creating the first ever Player Performance betting markets. The proprietary FSB Points measurement system was designed to be able to directly compare player performances so that dozens of new player vs player betting markets can be offered.

Founded by the experienced team of Dave McDowell (CEO) and Sam Lawrence (CTO), and backed by industry veterans Mark Blandford and Andrew Black, FSB provides live player performance measurement, fixed-odds pricing solutions and a turnkey, in-running sports betting solution for licensees looking to capitalize on this explosive consumer trend. The FSB product is designed to integrate seamlessly with existing transactional infrastructure and provides complete back-office functionality and reporting, supports dozens of unique sports betting formats including both pools and fixed odds betting.

FSB Technology were voted the 'next big thing' by industry peers at the inaugural 2008 European i-Gaming Expo Launchpad event showcasing promising gaming start-ups.

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