

**-- FOR IMMEDIATE RELEASE --**

## **Metro and FSB change the rules for fantasy football**

*FSB Unites Fantasy Football and Sports Betting Formats*

**July 11, 2011, (London, United Kingdom)** - FSB Technology (UK) Ltd. ([www.fsbtech.com](http://www.fsbtech.com)) and Metro, the free urban national newspaper, have just unveiled the first ever integrated fantasy football and sports betting service. Fans of fantasy football can manage their fantasy team and get their bets placed for the weekend all in the same easy to use interface. The website is available at <http://fantasyfootball.metro.co.uk/>

In addition to the free-to-play, season-long fantasy game, customers will be able to enjoy a wide range of fantasy formats and betting products. The suite of fantasy football games include private leagues with Facebook comment walls, monthly competitions and a 5-a-side game with a guaranteed £100 prize every week. Betting opportunities include all of the most popular markets as well as betting on an individual player's performance using the same proprietary FSB Points player performance measurement system that is used in the fantasy games.

David McDowell, CEO of FSB said "This website changes the business model for fantasy sports in Europe. This is the first major fantasy football website to include a proper wallet, CRM platform and gaming products. A large portion of the 6.5 million fantasy sports players in the UK are active on-line sports punters and we believe that engaging fantasy products will deliver significantly lower customer acquisition costs and much higher retention rates. Embedding fixed-odds sports betting into the fantasy football website was an obvious choice for driving revenue growth."

Jamie Walters, Executive Digital Director at Metro said: "We've done a lot of work to improve our offering in this area over the past couple of years. Building upon the success of our online casino brands we're delighted to launch this new product. Our work with FSB has helped us to develop revenues, deliver a better experience to our users and offer something genuinely new and exciting to football fans in the UK."

Rory Miller-Cheevers, Product Manager for Metro.co.uk said "Offering in-play and pre-match betting markets integrated under a single wallet and registration provides users with a new opportunity to experience the best of football-based gaming products from one destination."

**-- ENDS --**

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

FSB is the market leader in supplying integrated fantasy sports and sports betting solutions for media companies. Complete with its own gaming license and wallet and CRM platform, FSB offers turnkey solutions designed to maximize the value of the licensees on-line community. FSB was founded by online-gaming veterans Dave McDowell (CEO) and Sam Lawrence (CTO) and is backed by successful industry insiders Mark Blandford and Andrew Black.

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.

For more information on FSB, please contact:

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### **About Metro**

Metro is the UK's third largest national newspaper. 1.4m copies are distributed every weekday morning across 50 UK cities. Read by 3.4 million readers, Metro is the number 1 choice for urbanites, 18-44 year old, professional workers in urban areas. 97% of copies are self selected by readers between 6 and 10am every weekday morning at the start of the commute. An electronic version of Metro is also available every day online at [www.metro.co.uk/e-metro](http://www.metro.co.uk/e-metro) and you can keep up to date with news, sport, and showbiz on your iPhone and iPad, via a free universal app from Metro.

### **About metro.co.uk**

Metro.co.uk complements the newspaper and has over 3.5m UK unique users. It brings City Clickers everything from the hottest showbiz news and gossip, a round up of the best in entertainment, tech and gadget news, video content and much more. [www.metro.co.uk](http://www.metro.co.uk)

### **About A&N media**

Metro is part of A&N Media, the consumer media company of DMGT plc, a leading multi-channel media company encompassing some of the UK's most-loved brands. Through our national and regional newspapers, websites and mobile services, we connect with over 41% of the UK's adult population\*.

In addition to leading newspaper titles such as the Daily Mail, The Mail on Sunday, Metro and our Northcliffe Media regional titles, our portfolio includes over 200 websites covering news, property, motors and recruitment. Among these are a number of well-known brands such as FindaProperty.com, Primelocation.com, Jobsite, Teletext Holidays and Motors.co.uk.

Our presence is extended internationally through A&N International Media, which invests in online and print partnerships across emerging markets.

To find out more about our business, please visit [www.anmedia.co.uk](http://www.anmedia.co.uk)

\*Source: Audience Dynamics, Nov 2009