

-- FOR IMMEDIATE RELEASE --

## **FSB Tech and Metro newspaper partner for World Cup Fantasy Sports**

*FSB's performance measurement system to be used in the Metro's Fantasy Sports Game*

**April 28, 2010, (London, United Kingdom)** - FSB Technology (UK) Ltd. ([www.fsbtech.com](http://www.fsbtech.com)) is pleased to announce that their proprietary FSB Points player performance measurement system will be used in the Metro Free World Cup Fantasy Football application. FSB will provide live performance ratings for every player in the 2010 World Cup Finals. The rating system, called FSB Points, will be used by the several hundred thousand people expected to participate in the Metro Fantasy Football contest.

FSB developed the FSB Points system to bridge the gap between two of the world's most successful on-line products, fantasy sports and fixed-odds sports betting. The FSB Points formula is an entirely objective performance measurement system where points are assigned to players for each of their goals, assists, bookings, clearances, tackles, passing and more.

Dave McDowell, CEO of FSB Technology, said: "We are really looking forward to working with Metro, operators of one of the UK's largest fantasy sports products. We are already working with Skybet and 188BET on the fixed-odds betting side, and this deal completes our vision of bridging the gap between fantasy sports and sports betting. This is the first time that football fans have been able to select a player for their fantasy team and place a bet on that same player using the same performance rating system."

Rory Miller-Cheevers, Metro Product Manager, said: "The introduction of the FSB points system into our Fantasy Football game is tremendously exciting. I believe it offers more in-depth player performance measurement than any other fantasy points system. We have worked hard to develop a World Cup game that we hope will deliver the best user-experience available and this innovative new points system is a big part of that."

According to research agency IPSOS, in research conducted on behalf of the Fantasy Sports Trade Association, between 7 and 9.5 million people in the UK have played fantasy sports.

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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.

For more information on FSB, please contact:  
Dave McDowell, CEO FSB Technology  
[sales@fsbtech.com](mailto:sales@fsbtech.com)