

America One Television's One World Sports Signs Exclusive Deal with National Rugby League of Australia

Three Year Partnership Seeks to Build Rugby League in USA

Ft. Worth, Texas; Sydney, Australia. March 12, 2010 - America One Television's *One World Sports* and Australia's National Rugby League have signed an agreement that provides *One World Sports* with exclusive coverage of weekly games. NRL is one of Australia's most popular sports, and both game attendance and television ratings have grown steadily for the past five years. The NRL represents Australia in international competitions, such as the annual Four Nations tournament, which features Australia, New Zealand, England and France. America One carried the 2009 Four Nations competition.

One World Sports features sports that are ranked #1 in their home markets and delivers them via broadcast, cable, the internet and mobile to sports fans across the United States. NRL matches will be screened across some of the biggest cities in the USA via America One's national television network reaching an audience in excess of 35 million households in 125 markets. NRL news will also be available on *One World Sports* WAP, which delivers international sports news to mobile phones.

Rugby League is easy for American viewers to understand because of its many similarities to U.S. football. Rugby League has often been referred to as "football without the padding" and American viewers have shown a passion for its speed and hard hitting action.

"Our viewers and stations loved our coverage of the Four Nations last fall, and they have been asking for more," said Preston Bornman, President of America One. "With the launch of *One World Sports* on the Mobile Web, we can now reach younger fans on the move."

"We are excited about working with *One World Sports* to raise the profile of NRL and Rugby League in the U.S.," said Graham Annesley, Chief Operating Officer of the NRL. "Delivering the full season is an important part of our strategy to grow the sport in America, and having a dedicated partner from the first week's action through the Grand Final is key to that goal."

Targeted marketing to U.S. rugby players, participants and fans will be supported by the America National Rugby League (AMNRL), which is headed by David Niu. Commenting on the new NRL-*One World Sports* partnership, Niu said, "I look forward to expanding the sport of rugby league to our national fan base."

America One's *One World Sports* will telecast 30 weeks of NRL action starting with this weekend's play. The season runs from March 12 through October 3.

#

About America One / One World Sports

One World Sports is the leader in providing high quality sports programming from around the world. One World Sports can be seen in primetime on America One Television and regional sports networks in the US and Caribbean. As a three screen provider, One World Sports has action for your television and computer, as well as, up-to-date international sports news for your phone. The One World Sports programming includes: rugby league action from England's Super League Rugby and Australia's National Rugby League; soccer from England includes Everton Football Club Channel and Bolton Wanderers Club Channel; Cricket programming; motorsports from around the globe including FIM Motocross, FIM Freestyle and the WTCC; fighting with boxing, MMA and kickboxing; as well as other great sports action from around the world such as sailing with the ROLEX series, field hockey, golf, pool and action sports. One World Sports is a wholly owned subsidiary of America One Television and is your source for international sports in the U.S. and Caribbean. For more information, please visit www.oneworldsports.tv.

About National Rugby League

The National Rugby League (NRL) runs the Southern Hemisphere's elite Rugby League competition with 16 professional teams participating from the east coast of Australia and New Zealand. In 2007 the game celebrated its centenary season. Played over a season of 26 weeks and a 4 week pay-off series fans can expect to see 80 thrilling minutes of tough, fast, and skillful action in each game every week. American viewers new to the game will love its physicality and non-stop thrills and spills.

Learn more at www.nrl.com.

About America National Rugby League

The American National Rugby League (AMNRL) is the governing body for the development of the sport of rugby league in America and it is a member of the Rugby League International Federation (RLIF). The AMNRL national club competition features 12 teams in major US markets spanning from Boston, MA to Jacksonville, FL with developing programs in the West, Midwest, and Pacific regions. The USA Tomahawks is the national team of the AMNRL, competes in international matches and participates in the qualification process for the Rugby League World Cup which is held every four years. Learn more at www.amnrl.com.

Media Contacts

America One / One World Sports

Preston Bornman

+1-713-416-2281

pbornman@americaone.com

National Rugby League (Australia)

Chief Operating Officer

Graham Annesley

+61-2-93398570

+61-418693933

grahama@nrl.com.au

American National Rugby League

David Niu

+1-610-494-8286

+1-484-919-0072

d.niu@amnrl.com