

Rugby League has the World at its Feet

New Broadband Agreement Expands *One World Sports* Exclusive U.S. Television License

Ft. Worth, Texas; Leeds, United Kingdom. June 1, 2010 – England’s Rugby Football League (RFL) has appointed One World Sports as its exclusive worldwide broadband broadcasting partner for 2010 and 2011. The *Engage* Super League is the premiere rugby league competition in the United Kingdom and Europe. The 2010 season has seen a substantial raise in attendance and television interest. The season runs through October

The new deal will enable millions around the world to watch Engage Super League and Co-operative Championship rugby league games in areas where previously no alternative broadcast arrangements existed. The agreement expands the RFL’s relationship with One World Sports, which has exclusive U.S. rights to a number of televised games in 2010.

Engage Super League matches are already distributed by 12 international broadcast partners to more than 40 countries worldwide and Paul Kimberley, the RFL’s Commercial Director, said the arrangement would open up the sport to new audiences around the world.

“This new online partnership means that Engage Super League and The Co-operative Championships can now be watched from anywhere in the world – literally from Afghanistan to Zambia - and to more than 200 countries in between,” said Kimberley.

“Viewers worldwide will be able to view weekly rugby league game from the regular season and play-offs series, including the Engage Super League and Co-operative Championship Grand Finals,” he added.

Fans can purchase individual game passes for \$7.00 (US) each or a Season pass for \$29.95(US). In order to view the games, users will need a high-speed internet connection and the current version of Microsoft Windows Media Player. Purchases can be made at www.OneWorldSports.tv in most international currencies via valid credit card. Global Rugby League fans are encouraged to check throughout the Engage Super League Season to see which teams will be playing in featured games.

“One World Sports has built a global infrastructure for the Broadband delivery of live sports worldwide on a secure premium basis,” said Preston Bornman, President of One World Sports. “Rugby league fans worldwide will now have live access to this hugely popular and growing sport.”

“We have been working closely with the American National Rugby League (AMNRL) to expand the sport of rugby league in the U.S. and elsewhere,” added Bornman. “By combing our distribution with their knowledge and passion for the sport, we believe we have developed a way to bring more people into this incredibly exciting game.”

The deal was brokered by media specialists IMG, which has a growing presence in rugby league worldwide.

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About One World Sports

One World Sports is one of the world's largest live sports pay per view providers and has been delivering live sporting events over the internet since 2004. Powered by B2 Technology, the company provides secure a global payment solution, so you can watch your favorite sports worldwide. One World Sports also offers global internet delivered SD/HD television packages for businesses and homes that require the best quality broadcast available. In select areas, One World Sports offers viewing enhancements such as live/VOD mobile video, mobile web news, and delayed television broadcasts. In the U.S., the One World Sports television network features exclusive live and on-demand coverage of US and international professional sports, as well as in-depth access to sports news and information from Asia, Europe and points in between. As a three-screen network, One World Sports is also available on mobile devices. The company is privately held. Learn more at www.oneworldsports.tv.

About Engage Super League

RFL is a trading name of The Rugby Football League Limited. The 2010 Super League season (known as the Engage Super League XV) is the fifteenth season of rugby league since the Super League format was introduced in 1996. Fourteen teams will compete for the Minor Premiership over 27 rounds (including the Magic Weekend at Murrayfield Stadium) after which, the highest finishing teams enter the play-offs to compete for a place in the Grand Final and a chance to win the Super League Trophy. The 2010 season will officially kick off on 5 February. All clubs will also participate in the 2010 Challenge Cup tournament. Learn more at www.superleague.co.uk.

About American 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 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 are the national team of the AMNRL that contest international matches and participate in the qualification process for the Rugby League World Cup which is held every four years. The AMNRL Season XIII kicks off on Saturday, June 5, 2010 with the Grand Final on Saturday, August 28 in Philadelphia, PA. Learn more at www.amnrl.com.

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