



America One Television's One World Sports Signs Exclusive Deal for Engage Super League Rugby in 2010

Continues Partnership Started with 2009 Gillette 4 Nations Rugby

Fort Worth, Texas; Leeds, United Kingdom, February 5, 2010 - America One Television's One World Sports and rugby's Engage Super League have signed an agreement that provides One World Sports with the exclusive Saturday Game of the Week from England. Rugby league action is set to be seen by more people than ever before in 2010, lifting the competition's horizons to previously unreachable levels.

In 2010 Engage Super League matches will be screened across some of the biggest cities in the USA after the Rugby Football League (RFL) struck a broadcast deal with America One, a national television network reaching an audience in excess of 35 million households in 125 markets.

Rugby League is the fastest form of professional rugby and is easy for American viewers to understand. In Rugby League the focus is on the athleticism of the players and their ability to pass the ball from hand to hand. Players do not wear padding of any kind, although some occasionally wear soft protective headgear, usually only if they are recovering from injury.

"We are committed to growing the sport of rugby in the U.S. and our exclusive coverage of the Engage Super League will showcase rugby league action," said Preston Bornman, Chief Operating Officer for America One. "Our cable, broadcast and regional sports network affiliates love the RFL's fast pace and aggressive action."

One key aspect of Super League is that the players are becoming younger and younger. For example, the England team which played in the Gillette Four Nations last year had six players aged 22 or under.

America One's nationwide coverage originates in Texas and serves affiliates coast to coast. The deal, brokered by media specialists IMG, provides live and recorded Engage Super League rugby matches to America One, who also screened action from last year's Gillette Four Nations.

Americans viewers love the high speed collisions between the players. The Engage Super League delivers non-stop muscle on muscle, sinew on sinew and bone on bone action for 80 minutes of play, divided into two halves.

"January traffic on the Super League site was at an all-time high and we are expecting this to be the biggest year yet for Super League online," said the RFL's Internet Manager Matthew Trumble. "We have thousands of followers on social network sites like Facebook and are considering options for emerging technologies and platforms such as ipad, html5 and Android."

America One's One World Sports will telecast 32 weeks of rugby league action starting with this weekend's action. The season runs from February 6 through October 2.

About America One / One World Sports

America One is a national broadcast television network reaching an audience exceeding 35 million households in more than 125 markets with a wide range of fresh, high-quality sports and lifestyle content. Under the One World Sports banner, America One provides international and American sports content to local broadcasters ten hours a day in primetime, seven days per week. Additionally, One World Sports syndicates a backdrop sports programming to affiliated regional sports networks providing an expanded viewer potential of nearly 50 million households. One World Sports is the new source for international sports in the U.S. Learn more at www.americaone.com and 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

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