

PRESS RELEASE – for immediate publication

**Press Association Sport and VidiGo team up
for sports broadcast graphics**

London (U.K.) / Amsterdam (Netherlands), March 11th, 2010 - Press Association Sport, a leading sports information provider, and VidiGo, known for its revolutionary broadcast software products, have signed a partnership for the global distribution of Press Association Sport's content in combination with VidiGo Graphics.

The deal makes VidiGo Graphics the preferred broadcast graphic engine to power Press Association Sport's broadcast solutions and sports data. This software product is a unique solution that renders real-time Adobe Flash© content including key and fill. Thanks to Boxer Systems, VidiGo's UK dealer, this broadcast graphic engine is now up-and-running at Press Association Sport.

Neil Chambers, head of broadcast services at Press Association Sport said: "VidiGo Graphics is currently the world's only proven solution that enables Adobe Flash to be used as graphical overlay in the broadcast industry. We have tested this software product thoroughly over the past two months and whilst traditional broadcast graphic systems are complex and relatively expensive, VidiGo's innovative set-up makes it extremely easy to create and control SD and HD broadcast graphics."

"And for us this partnership means a great deal. VidiGo launched VidiGo Graphics at IBC 2009 and we knew that this solution would change the industry. The power of Flash and the authoring environments of Adobe are so strong that the idea of using this in the broadcast industry is actually so logic. The partnership with Press Association Sport shows that major players in the industry believe in our innovation", said Reinout Lempers, CCO of VidiGo.

Neil Chambers added: "The ease of use - not only for creating graphics but also for operating them - is amazing and will help to change the existing market, opening up a lot of new opportunities along the way."

About Press Association Sport

Press Association Sport is a leading sports information provider, delivering content to a wide range of global customers across all media platforms and in different languages. Customers include newspapers, magazines, TV and radio stations, websites, telecommunications companies and the betting industry. With its reputation for speed, accuracy and integrity Press Association Sport is also the data partner of choice for many sport federations and governing bodies.

Press Association Sport is based in the UK and has offices and representatives in Johannesburg, Melbourne, Kuala Lumpur, Beijing, Singapore, Hong Kong and Mumbai. Press Association Sport is owned by PA Group. Other PA Group companies include the Press Association, the national news agency of the UK and Ireland. For more information please visit www.pressassociation.com/sport

About Boxer Systems

Boxer Systems have been working for almost 20 years in the Broadcast and Post-Production arenas supplying equipment and integrated systems to a range of industry leading clients based in the UK. For more information please visit www.boxer.co.uk

About VidiGo

VidiGo is the world's leading developer of innovative and smart software for creating and managing broadcast quality TV content. VidiGo's products provide all components a television station needs - from ingest and asset management to live TV production and play-out. VidiGo's solutions are designed so that everyone - from the creative designer and technician to the producer - can plan, design and produce TV easily, quickly and cost-effectively. For more information please visit www.vidigo.tv. VidiGo, smart software for TV production.

Not for publication - for additional information please contact:

Neil Chambers
Head of Broadcast Services, Press Association Sport
+44 1430 455010
neil.chambers@pressassociation.com
www.pressassociation.com/sport/broadcast-services

Hans Krouwels
CEO VidiGo
+31 20 8200 611
hans.krouwels@vidigo.tv
www.vidigo.tv
Press archive VidiGo: <http://www.vidigo.tv/press>