



## 3eep Appoints Ralph Doubell to Chairman of the Board of Directors

- Olympic Gold Medallist on board to drive global growth -

The appointment of Mr Doubell is part of 3eep's commitment to ensure the growth and development of the business. In his role of Chairman, Mr Doubell will provide strategic direction on sales and marketing plans, building relationships with customers and partners and expanding 3eep's global presence. He will also seek to ensure that 3eep's growth is managed with appropriate corporate governance standards.

Following the launch of 3eep's Platform Services in July 2007, 3eep has signed three partnership deals, making the platform accessible to millions of sports enthusiasts worldwide. Partners include iPRIME, the digital media subsidiary of Prime Media Ltd in Australia, FreeMyTeam Inc., a Canadian sports media enterprise, and InfoGear AG, a German technology and media services company.

According to Rob Antulov, CEO, 3eep, Mr Doubell's experience provides valuable business acumen that the swiftly growing international company requires.

"Ralph's knowledge and unique perspective into the world of business, sports and sports administration will complement the skills and experiences of the 3eep Board and executive team", said Antulov.

"Ralph brings with him decades of business experience. His tremendous insight in both the sporting and business environments, along with his deep understanding of the issues faced by local sports administrators, will be invaluable to 3eep's international growth", said Antulov.

Mr Doubell brings a breadth of business experience from his positions as the founder of the Australian Office of Goldman Sachs and Deutsche Bank's Director for Corporate and Institutional Banking and then Head of Relationship Management. Mr Doubell has also held the position of Executive Director of the NSW Institute of Sport where he was responsible for the overall management of the State's elite sporting organisation, and for nine years was Chairman of Athletics NSW. He was also a founding Director of Telstra Stadium.

Mr Doubell won the Gold Medal at the 1968 Mexico Olympics for the 800m in a world record time, which, 40 years later, still stands as the Australian record. Mr Doubell graduated from Melbourne University where he completed a Bachelor of Science degree and later completed a MBA at the Harvard Business School.

### About 3eep

3eep is a social networking platform for sports enthusiasts, players, teams and parents. The 3eep platform enables local sporting teams and associations to share their sporting passions through photos, videos and stories and also allows them to better organise with calendaring, event and team management tools. 3eep offers highly targeted advertising and sponsorship opportunities to its global partners who have an interest in reaching local sporting communities. More information about 3eep can be found at [www.3eep.com](http://www.3eep.com).

For additional information please contact:

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