



Third Global Site Goes Live on 3eep Sports Networking Platform

3eep Global Network off to Sporting Start

3eep, a social networking platform for sporting teams, players and parents, has today announced that a third global site, based on 3eep technology has gone live in Germany. Resulting from a partnership agreement with InfoGear AG, a German technology and media services company, the platform will be accessible to over 100 million German speaking sports enthusiasts at www.sportexx.de. This agreement is the third deal to be signed since 3eep launched its Platform Services in July 2007.

In October 2007, 3eep also signed an agreement with FreeMyTeam Inc. a Canadian sports media enterprise, which will leverage its connections with the local sporting community to introduce www.freemyteam.com to the Canadian market.

Closer to home 3eep launched Sportsplay in partnership with iPRIME in September. iPRIME, the digital media subsidiary of Prime Media Ltd, has taken an equity investment in 3eep and will offer SportsPlay services via www.sportsplay.net.au and the iPRIME local sites, to over 5 million Australians living in regional Australia.

3eep Co-Founder and CEO Rob Antulov, says these deals are confirmation that the company has delivered the right product to the market at the right time. "The value of the 3eep platform is our ability to engage grassroots sporting communities across the globe with highly targeted functionality."

"Signing three partners in different geographies so quickly makes it clear that we have the right offering for organisations who want to quickly engage local sporting communities, and allow those organisations to offer highly targeted advertising and sponsorship opportunities to commercial partners."

3eep offers partners such as media companies, advertisers and sporting codes the opportunity to reach tens of millions of sports enthusiasts across the globe, in a relevant and targeted way.

"Facebook and MySpace have done a terrific job of educating the community about social networking, but we anticipate that as social networks continue to evolve, there will be even greater demand for sites that cater to the specific interests of the user. We believe that these sites with embedded social media features, will secure a strong market position alongside the pure social network destination sites. The indications we have received from the market to date certainly support this," said Antulov.

3eep plans to expand its partner network throughout 2008.

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 and engaging with local sporting communities. For more information please visit, www.3eep.com.

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