



BLUETALK & SPORT LISBOA e BENFICA ENTER IN JOINT PARTNERSHIP AGREEMENT

MANCHESTER, UK, Tuesday March 2nd 2010 - BlueTalk, a Belgian pioneer in innovative mobile sport services, and Sport Lisboa e Benfica, the most successful football club in Portugal with over 15 million fans and the leader of international football clubs with the largest number of paying club members worldwide (more than 200.000), have teamed up for deploying a new mobile sports service to be launched worldwide in Q2 2010.

Sport Lisboa e Benfica is represented by its legal rights holder being Sportinveste Multimedia SA, a company that was founded in 2001 and that resulted from a partnership between Portugal Telecom and Sportinveste. The company is the sole and exclusive owner of all Portuguese and international new media rights of all the football matches played in the Portuguese League, including the right to exploit the brand image of the following clubs: Sport Lisboa e Benfica, Sporting Clube de Portugal and Futebol Clube do Porto.

"We are always looking for new ways of reaching out to the Benfica fans, and the mobile phone is where they are most nowadays and where we can unite them", says Paulo Martins, New Media Director of Sportinveste Multimédia.

For Frederic Schroyens, CEO of BlueTalk, "a fan is now mobile centric driven and wants exclusive and compelling services from its beloved club in return for eternal loyalty to the club, and that is what we are going to give them."

Romuald Le Bellec, Director General of Maxcom Advertising and Bluetalk representative in Portugal, believes as a football fan and member of S. L. Benfica, that Benfiquistas will be the first in the world to share their emotions via this service.

The first release of the new mobile sports service will see daylight in Q2 2010 with a follow-up release at the start of the new season.

Overall statistics for Sport Lisboa e Benfica:

Domestically, Benfica has won a total of 31 Portuguese Liga titles, 24 Portuguese Cup (Taça de Portugal, Portugal Millennium Cup) titles, 1 Portuguese League Cup (Taça da Liga, Carlsberg Cup) title, and 4 Portuguese SuperCup (Supertaça Cândido de Oliveira) titles. Internationally, Benfica has won 2 European Cup (currently UEFA Champions League) titles, 1 Latin Cup title, and 1 Iberian Cup title. In addition, the football club has 7 UEFA Champions League finals appearances and 1 UEFA Cup (currently UEFA Europa League) finals appearance.

FOR IMMEDIATE RELEASE

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