



**For Immediate Release**

**SPORT LISBOA E BENFICA & BLUETALK LAUNCH SLB FANS**  
**The world's first mobile social network for a football club**

LISBON, PORTUGAL, Friday 30th April 2010 – **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 “socios”), represented by **Sportinveste Multimédia**, which is the sole and exclusive international owner of Sport Lisboa e Benfica New Media Rights, and **BlueTalk**, a Belgian pioneer in innovative mobile sport services, are proud to announce the launch of **SLB Fans**, the world's first mobile social network for a football club.

**SLB Fans** will allow the Sport Lisboa e Benfica fans to enjoy exclusive news about their favorite team and at the same time allow them social network like interactivity. The service will be available via the club official web and mobile web site from next week and as well as an iPhone application (mid-May) and on other platforms (beginning of 10/11 football season) allowing an easy access for all the fans.

*"We are thrilled by the fact that Benfica is the first football club in the world to propose a mobile social network created especially for our fans and we hope that this will create even stronger emotional bonds between the club and its supporters "*, says Paulo Martins, Director New Media of Sportinveste Multimédia.

For Frederic Schroyens, CEO of BlueTalk *"We are proud to be able to offer our exclusive technology to one of the most respected football club in the world and we are sure the fans are going to love this!"*.

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 *"through the SLB Fans network, all the "benfiquistas", wherever they are on the planet, will be able to share their emotions and feel even closer to our beloved club"*.

**Overall statistics for Sport Lisboa e Benfica:**

Domestically, Benfica has won a total of 31 Portuguese Liga titles, 24 Portuguese Cup (Taça de Portugal) titles, 2 Portuguese League Cup (Taça da Liga) 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.

**For more informations:**

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