



19 April 2010

For immediate release

betNOW puts money on College Hill to deliver its financial PR

College Hill has been hired by betNOW – the mobile sports betting company – to focus on profile raising and media relations up to and beyond a fundraising.

James Hogan will lead the account with support from Matthew Smallwood and Jamie Ramsay.

Based in Covent Garden, betNOW was incorporated in 2005 by sports fans with management experience including Vodafone, Sky Sports, Sainsbury's and PartyGaming. With more than 60m mobiles users and 6bn text messages sent each month in the UK*, the company is aiming to capitalise on this fact by offering the world's first genuinely intuitive text-based betting service.

College Hill Partner James Hogan said: "betNOW has got a terrific product – a new way of betting by mobile phone which is simple, fast and immediate. The company is now very well positioned to take betting to a whole new level. We are thrilled to be assisting the company on the next steps in that journey."

betNOW's Robert Urwin, Chief Executive said: "We look forward to working with College Hill as it has an extensive network of media contacts, strong capital markets expertise and an excellent track record in gaming.

"There are approximately as many text messages sent in the UK each month as there are people in the world – we want to tap into this huge market and utilise the convenience of text to make placing bets quick, simple and accessible to everyone over the age of 18. College Hill can help us achieve this."

* Source: The Mobile Data Association

-ENDS-

Enquiries:

College Hill

Donna Zurcher, Managing Director

+44 20 7457 2020

Notes for Editors:

About College Hill

College Hill is a growing international business communications consultancy with offices in Europe, China, India, South Africa and the United States. College Hill's wide range of complementary practices provides advice to clients around the world on communicating with their principal stakeholders. Areas of expertise include financial public relations and investor relations, with specialist industry sector teams; corporate public relations; public affairs; branding; financial reporting and digital; risk and crisis management; employee engagement and strategic research consultancy. See www.collegehill.com.