

STAY ON THE BALL THIS SUMMER WITH A WORLD CUP

'FOOTBALLBUDDY'

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FootballBuddy Puts The World Cup In The Palm Of Your Hands

All The Facts At Your Fingertips For Your Team In World Cup 2002

Few people will need reminding there's a World Cup this Summer. But thanks to a 6,000 mile away day and a time zone 10 hours ahead of Blighty, even the most ardent football supporter could be forgiven for taking their eye off the ball when it comes to knowing all the vital World Cup information for their national team.

Fear not, for help is at hand, literally. Introducing the FootballBuddy, a personal-organiser sized guide to this year's Jules Rimet Championship. Available in customised team versions for England, Republic of Ireland, Germany, France, Italy, Spain and Brazil, these official FIFA products are packed to capacity with info on all the fixtures, the teams, the players, the stadiums, the statistics, the lot!

And, just like supporting a football team, owning a FootballBuddy is a two-way thing, Buddy owners can record starting line ups, write match reports and track their national team's progress with a comprehensive World Cup planner...they can even issue their own red and yellow cards included and customise their Buddy!

Plus, FootballBuddy offers owners extra time, with the FootballBuddy website (www.footballbuddy.com) launches Mon April 29th). This on-line community will not only sell the products, it will let owners post their match reports to the site for other Buddy owners to read. There will also be competitions to win official World Cup photos and free downloads of new FootballBuddy sections. Rest assured, when the curtain falls in Japan, the FootballBuddy will still be banging them in at the far post!

The website kicked off on April 29th and the transfer fee is £15.95. Each Buddy arrives at the ground in a presentation box and comes in a fabric cover with the badge and colours of the chosen national team proudly displayed. Football fanatics can get hold of a Buddy from the official website. And sports fans in general should keep their eyes peeled later this year as more SportBuddies are planned, including guides for Premiership football clubs, RugbyunionBuddy, CricketBuddy and ChessBuddy.

Notes to editors:

§ Digital photography and review samples of the World Cup FootballBuddy are available from RedEye Public Relations. Call Paul Wooding on +44 (0)1384 350 212

§ SportsBuddies and FootballBuddy are products from Galleon Holdings, an AIM-quoted media and publishing company based near Birmingham, England

§ Sales and licensing enquiries should be directed to Lee Jones, Marketing Manager for SportsBuddies. His direct line is +44 (0) 115 933 2380

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