

Sporting Win for Attenda

Submitted by: Attenda

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RFU select Attenda to manage Internet applications

London, 1 September 2004 - Attenda, Europe's leading specialist in operating enterprise and Internet applications, today announced that it has been selected to manage internet applications for the Rugby Football Union (RFU).

The RFU's current web site www.rfu.com has a complex infrastructure because it fulfils several roles addressing a diverse range of interests. It is the corporate face of the game's governing body. It provides information about the England team and it acts as a portal for all those involved in rugby at grass roots level.

The infrastructure has extensive ecommerce functionality for the sale of tickets and merchandise. It provides security for private areas; enables interactive services for volunteers and hosts the web sites of many individual clubs.

The game has experienced a surge in popularity following England's victory in the World Cup last year and the web site delivers up to 13 million pages each month. In order to provide a better service for online visitors the RFU is in the process of creating new web sites dedicated to the England team and the community game.

"There has been a rapid increase in web traffic and e-commerce activity at RFU.com over the last 18 months" said Charles Allen, RFU's Commercial Manager. "In Attenda we have found a partner who really wants to be involved in rugby and will give us the reliability, availability and performance we need for future growth."

Attenda has completed the physical migration of the RFU's infrastructure. Management and monitoring will be conducted from Attenda's UK headquarters in Staines from 1 September just before the new rugby season begins on 4 September.

David Godwin, VP Sales at Attenda commented "We are delighted to be entering into a long term relationship with the RFU to serve rugby fans all over the world."

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About Attenda Ltd

Attenda is Europe's leading specialist in operating enterprise and Internet applications. We enable clients to selectively outsource their IT operations and re-focus on using IT to add strategic value to their business. Through a commitment to operational excellence, we manage, secure and optimise the performance of their applications, irrespective of the physical location of the infrastructure, either in Attenda's data centres or elsewhere.

Attenda is able to significantly reduce the cost of a client's IT operations. With over 5 years'

investment into Attenda M.O., Attenda's operations platform, we provide the people, process and technology to deliver exceptionally high service levels, but at a cost that is amortised across Attenda's entire client base - currently, 75 of the UK's leading companies.

The company enjoys substantial financial backing, the industry's leading accreditations and an unrivalled portfolio of clients including easyCar, Compass Group, Debenhams, Microsoft and Sun. Attenda is BS7799 accredited, an HP SP Signature Partner, a Microsoft Gold Certified Partner for Hosting and Application Services and a SunTone accredited SunOne managed service provider. Attenda is one of only seven companies to have been ranked in the UK's Sunday Times ARM Tech Track 100 for three consecutive years.

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