

# Ole Ole reveals high interest in Kaka rumours

Submitted by: pr-sending-enterprises

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OleOle has revealed that the proposed world record £108m bid made by Manchester City for Brazilian midfielder Kaka was the most talked about topic on its site during the January transfer window.

Members of the football social media site created more blogs and articles on the subject than any other news item, with users keeping tracking of the latest in the negotiations - as well as debating the value of the transfer from AC Milan and the Italian Serie A (<http://www.oleole.com/italy/seriea/el7b.html>), Kaka's status as one of the best players in the world and the demands allegedly made by the player - such as the replacement of Mark Hughes as manager.

Traffic to the Man City section of the OleOle site picked up earlier in the season after the Abu Dhabi Group's successful takeover of the club that made them the richest in English football. The consequent high profile transfer rumours - a failed attempt to hijack Manchester United's bid for Dimitar Berbatov and the successful signing of Robinho from Real Madrid - sparked conversation, user submitted photos and other fan-driven content.

Although the bid for Kaka (<http://www.oleole.com/player/kaka/pl4ok.html>) ultimately failed, Manchester City (<http://www.oleole.com/england/premierleague/manchestercity/tl25.html>) were nonetheless busy in the transfer window with the major signings of Chelsea left-back Wayne Bridge, Hamburg's Nigel de Jong and Craig Bellamy, who had previously played under Hughes at Blackburn Rovers. The fully editable profiles of these players were all quickly removed from their old clubs as fans looked to keep the site up to date.

Other heavily talked about topics in January on OleOle included Jermain Defoe's return to Tottenham, the on-off story of Andrei Arshavin joining Arsenal and the rumour of Liverpool's Daniel Agger signing for AC Milan (<http://www.oleole.com/italy/seriea/acmilan/tln.html>).

## About Ole Ole

Founded in 2006, OleOle is a privately-held international company with headquarters in Beverly Hills, California and offices in New Zealand as well as across Europe and South America.

OleOle is a football community and social media site with news, live scores, results and information on clubs and players from around the world. The multi-lingual content on the site - available in ten different tongues - is created by fans. From the news and the articles to the blog posts and player biographies, users are encouraged to contribute to the site as often and as comprehensively as possible.

In 2007, OleOle became the defacto online presence of the Copa America, the Oceania Football Confederation launched their website on the platform and OleOle became an official Travel and Hospitality Partner of the US Soccer Federation.

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