

PartoftheGame.tv Kit

PartoftheGame.tv teams up with world's largest football site. First task is to write football history together TODAY - May 27th

An editorial collaboration between the new Carlsberg football web TV www.Partofthegame.tv and the world's most popular football site www.goal.com has established a completely new football sphere for the billions of fans World Wide.

Goal.com the largest football site with more than 10 million visits a month produces articles, but working teaming up with Partofthegame.tv gives a new video dimension to the news on the site.

For Partofthegame.tv the collaboration means that the users on the site get breaking news and football results provided by Goal.com.

"It's a perfect match that both media can benefit from. Goal.com is a well established news media and Partofthegame.tv tells the stories about the passion for the game for billions of fans. We focus on the emotions that the traditional football news lacks. Fans now get both the news about matches and can relive the great football moments on the web," says Keld Strudahl, International Marketing Director, Carlsberg Group.

One of the first examples of the new collaboration is a video shoot event taking place TODAY on the day of the Champion League final. An event both media partners expect will write football history.

"We want users from everywhere to help us. They shall just shoot a short video about the things they are doing during the day of the Champions League finals in Rome. No matter if people are in Rome or elsewhere. We hope that we receive lots of funny, passionate and glorious videos showing the impact of football for fans. All videos are shown on PartoftheGame.tv and moreover we'll produce a film based on all the materials we receive," says Thomas Gravgard, editorial chief at PartoftheGame.tv

The fans that produce the most popular videos win tickets to next season Premier League matches. For more information go to <http://partofthegame.tv/#/your-best-moment/>

About Partofthegame.tv

Partofthegame.tv was launched June 2008. The web-TV channel is owned by Carlsberg. Partofthegame.tv shows the different and passionate stories about the great clubs, players and game. The channel has an extensive library containing EURO classic matches from the past 30 years. The video catalogue on the site contains more than

500 video editorials that are available for free usage. For more information
www.partofthegame.tv

About Goal.com

Goal.com is the world largest international football news site. Goal.com is visited by 10 million fans each month from 210 countries and can be read in 16 different languages. For more information go to www.goal.com.

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Original Press release at LaunchCarlsberg launches Web TV for Football fans