

Zebtab partners with Premium TV/Inform Group

Direct-to-desktop content channel Zebtab has partnered with the digital media specialist Premium TV/Inform group as their exclusive desktop partner for delivery of client content.

The deal gives Premium TV/Inform Group's clients the ability to deliver their rich media direct to the desktop of their users, driving awareness, traffic & revenue.

Zebtab delivers "bite-size", rich content and entertainment including audio, pictures and video straight to user desktops, allowing users to pick and choose content from a range of their favourite websites, keeping in touch with all their passions and interests, effortlessly (i.e. without clogging up inboxes or relying on annoying pop-ups).

"We're delighted to partner with Zebtab, enabling our clients, across the sporting and entertainment sectors, to access their innovative distribution and revenue channel. We are particularly drawn to Zebtab's ability to increase reach and deliver new users for our clients. Our aim is to maximise value for owners of digital rights, Zebtab helps us achieve this," said Oli Slipper, joint CEO of Premium TV/Inform Group.

Damon Oldcorn CEO of Zebtab, said: "As we continue to focus on our key markets of sport, entertainment and news, the deal with Premium TV sees us link with a real leader in the field and strengthens our presence dramatically in these markets. We look forward to growing alongside Premium TV/Inform Group as they continue to drive the value of digital content rights for their clients."

Launched earlier this year, Zebtab's expanding portfolio of content partners includes Sky's At The Races, Chelsea FC, Maxim magazine, Virtual Festivals, Setanta Sports, 4thegame.com, TuneTribe, Firebox, Kamikaze Vids and, most recently Stuff.tv. Further providers in development and due to launch shortly include City AM, T3, YourKindaTV, EMI and Cantor Spreadfair.

Ends
16th October 2007

About Zebtab:

Zebtab is the direct-to-desktop content channel, founded by Richard Edwards and Rob Eberstein, that launched late 2006 with Dennis Publishing's Maxim and Sky's At The Races. To date over 25 content deals are in place and the company is growing both client and user numbers fast. Zebtab has partnership agreements with Sky Media and Utarget to deliver banner and video advertising respectively, ensuring clients are able to effectively monetise their rich content.

<http://www.zebtabs.com>

About Premium TV/Inform Group:

Premium TV/Inform Group is the market-leading provider of digital products and services to the sport and entertainment sector. With an extensive catalogue of sports clients and rights, Premium TV/Inform Group also leads the market in distributing digital sports content across multiple platforms including TV, IPTV, Internet and Mobile and owns market leading managed services for internet, mobile and betting services (watchandbet.tv, mobilesport.tv, ipsport.tv). Premium TV/Inform Group is jointly owned by its management and Access Industries.

<http://www.premiumtv.co.uk>

<http://www.informgroup.co.uk>