

Aldershot Town FC Becomes First Fan-Interactive Nationwide Conference Club

"The Shots" team with Spider Networks and Digital Ink to build its fan base and generate new revenue streams

September 19, 2005 – Aldershot Town Football Club ("The Shots") will soon become the first Nationwide Conference club to leverage the outreach of its official website and provide fans with possibly the most progressive and intuitive set of interactive communications tools available on today's market.

Today's announcement follows the signing of a revenue-sharing agreement between Aldershot Town FC and Spider Networks together with Spider business partner, Digital Ink. The new subscription site will be bolted on seamlessly to Aldershot's official site at no technology cost to the club, and will go live later this month. The main club site is also being re-built by the Spider team to better reflect the growing strength of the Aldershot Town FC brand. Spider will also be providing an online store and online ticketing for the club.

Spider-powered interactive web sites are taking hold across Britain as club directors begin to leverage the potential of their web sites and generate new sources of revenue. Emulating football clubs such as Falkirk and Raith Rovers, Aldershot's fans will soon be able to visit the club's new official website, log on to access webmail, participate in live chat forums with the club's managers and players, create fan groups to share images, and access the club's diary. Each subscribing fan will also receive a personal, club-branded email address for life – dave@aldershotfc.net, for example.

As part of the subscription services, fans will also receive SMS alerts to their mobiles giving breaking club news. Subscriber-only audio and video interviews with the club's manager and players will also be streamed to fans' desktops, they'll have access to the club's online store, and be able to use the online ticketing facility to avoid queuing at the gate. Local and national businesses will be offering subscribing fans special online deals for goods and services, which will auto-finance their web support to the club.

About Spider Networks

Based in London, Spider Networks is the power behind interactive web communications. From one integrated online environment, over 500,000 users in businesses, sports clubs, government, charities and education use Spider's technology to create new revenue streams and to better communicate and interact dynamically within an organisation and beyond with customers, suppliers, channels, partners, members, donors, fans and sponsors. For further information on Spider Networks' solutions, visit www.spider-networks.net, or email enquiries@spider-networks.net.

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