

West Hartlepool Rugby Scores With Rugby's First Spider-Powered Interactive Fan Website

London, July 11, 2005 – Spider Networks, a leading provider of interactive web communications solutions for sports clubs, ISPs, associations, enterprises and schools, today announces that West Hartlepool Rugby now owns the first interactive website for fans and supporters in British rugby. The website has been developed jointly by Spider and its business partner, Sportnetwork.

From West Hartlepool Rugby's official website hosted by Sportnetwork (www.sportnetwork.net/main/s16), fans can now subscribe to the club's members-only subscription site to access and use Spider's award-winning suite of interactive communications tools.

As part of the service, each supporter receives a virus-free, club-branded email address for life – brian@westhartlepoolrugby.net, for example. From one integrated toolbar customised to give the look and feel of the club's main website, supporters can send and receive webmail, interact in live forums with the team captain and players, and access the club's diary. They club can also blast SMS alerts to members' mobiles, and stream audio interviews with the players and match videos to members' desktops and laptops.

"West Hartlepool Rugby's new website is poised to reshape the way that clubs interact with fans and supporters," says Dave Picken of Sportnetwork. "Interactive club websites are all about developing like-minded communities and Spider's interactive web communications solutions are the engine. Supporters will be able to better support, interact and communicate with their club, and amongst themselves."

About Spider Networks

Based in London, Spider Networks is the power behind interactive web communications. From one integrated online environment, over 500,000 registered 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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