

PRESS RELEASE
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MUSIC TO THE EARS - INSPIRED WINS TOP NMA AWARD FOR DIGITAL JUKEBOX

Inspired Broadcast Networks (Inspired), the digital arm of Leisure Link, has scooped the top prize for music at this year's New Media Age Effectiveness Awards. The digital jukebox, THE Music, won the gong in the 'Music' category, as well as being short-listed in the 'Entertainment' division. Inspired beat off competition from two high profile media entrants, Coca-Cola, for their mycokemusic service and Emap Performance Interactive for Aloud.com, their online ticket sales website.

These awards are the most prestigious within the new media industry, with the judging panel including executives from Endemol UK, BBC New Media & Technology, BT and Vodafone. THE Music was praised as it "sent out a positive message to the industry, showing how you can go outside the traditional areas of new media and develop an excellent example of digital media updating an existing entertainment format."

Inspired won the award for developing the world's largest jukebox with over 2 million tracks available. The service is proving immensely popular, with jukeboxes located in over 1,000 venues across the UK. In addition to offering customers an enormous choice of tracks, it provides them with a facility to purchase ringtones and order CDs to be delivered to their home address.

On winning the award, Norman Crowley, joint-CEO of Inspired Broadcast Networks said: "This is great recognition for a great product. THE Music is surpassing all expectations and it is fantastic to see it getting the acknowledgement it deserves. This award is a very welcome appreciation for everyone at Inspired and the immense hard work they've put in to make this product possible."

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About Inspired Broadcast Networks – *More Money, More Games, More Often*

Inspired Broadcast Networks (Inspired) is the UK's leading provider of digital entertainment and gaming content. Inspired is the market leader in technological innovation and was awarded "Best Use of Technology in Business" at the Growing Business Awards in December 2004. In January 2005 Inspired followed suit and was the overall winner of the Media Momentum Top 50 Fastest Growing Companies Award. This award was a great start to the year and puts Inspired on the map as a company to watch out for in 2005.

Inspired provides content and software to over 15,000 pay to play terminals in pubs, clubs, shops, licensed betting offices, bingo halls, motorway service stations, universities and casinos. The value 'play per day' through these terminals is over £10 million. Inspired's

networked terminals provide consumers with the broadest range of up to date entertainment, betting, gaming and music. In 2005, Inspired will be launching Digital Vending, offering customers digital products for cash.

Inspired is also the leading supplier of virtual events to the betting community. Our virtual products, including racing, football and other sports feature in over 10,000 licensed betting shops and all the leading bookmakers' websites, generating in excess of £1 billion in annual turnover for the industry.

Inspired is the exclusive provider of all digital entertainment and gaming services to Leisure Link, the largest manager of coin operated entertainment and gaming machines in Europe. Leisure Link manages machines across the entire leisure retail market, including Gala, Mitchells & Butlers, Spirit and JD Wetherspoon.

www.inspiredbroadcast.net

For more information, please contact:

Mark Davis, Mantra PR
mdavis@mantra-pr.com
020 7907 7811

Marc Berry, Mantra PR
mberry@mantra-pr.com
020 7907 7814