



The Football Pools announces the launch of MatchXtra, an innovative new Pools product

The Football Pools is pleased to announce the launch of MatchXtra, an exciting new punter-friendly pool betting opportunity. MatchXtra uses innovative pools technology from Longitude LLC, a New York-based technological solutions company, to offer exceptionally competitive odds on Premier League and other matches throughout the world.

With MatchXtra, customers are able to bet on fixed odds-type markets, such as, home/draw/away, correct score and both teams to score, with a growing range of additional markets becoming available. These new pools-based bets offer popular betting options, unparalleled value and, importantly, the ability to bet without being knocked back or having your stakes restricted.

MatchXtra soft launched in October on footballpools.com and the odds are already proving to be best in the market on many Premier League matches.

Conleth Byrne, Managing Director of The Football Pools, said “The benefit to customers is that it’s a pool mechanism, not fixed odds and therefore the prices become market-driven at low betting margins. Working alongside Longitude to develop this new concept has been a really positive experience and an important step for The Football Pools.”

Tom Ascher, CEO of Longitude, said “The launch of MatchXtra is a significant milestone for Longitude as is the partnership we have created with The Football Pools. We are thrilled that our technology was selected by The Football Pools for this important expansion, and we look forward to ongoing collaboration and future enhancements to the MatchXtra offering.”

The development of MatchXtra is a revolutionary step for the Liverpool-based company, which was founded in 1923, and signals the start of more exciting developments to come. In the coming months MatchXtra will be expanded to cover a greater range of betting opportunities across a growing number of matches. New offerings will include ‘Price Match’ – the ability for customers to choose the odds at which they want their bet placed, lay betting and multi-game betting, all powered by the globally patented Longitude technology.

Longitude provides a pool betting technology platform that uses advanced mathematical principles and cutting-edge computing techniques to facilitate innovation in the gaming and wagering industry. The technology enables sports betting and race track operators, including the Hong Kong Jockey Club, to offer a wider range of bet types, a richer display of odds data, and bigger pools with more stable odds.

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About The Football Pools:

The Football Pools is owned and operated by Sportech PLC, one of the world's leading pools and tote gaming companies. Sportech has a presence in over 30 countries, and processes over \$13 billion (£8 billion) in pools and tote bets annually.

The Football Pools business is the world's oldest football gaming company. Founded in 1923, outside the world famous Old Trafford football stadium, The Football Pools has been based in Liverpool since that day.

Over the past nine decades, this iconic British brand has paid out £3.2 billion in prize money to over 61 million winning customers. The Football Pools is proud to be the UK's favourite football gaming brand with over 360,000 customers every week across a number of channels including postal, telephone, via collector, retail and online.

The Football Pools has always been committed to leaving a lasting legacy, not only for its millions of winning customers, but also through its support of good causes. £1.3 billion in donations have been made to sport, the arts and charitable initiatives.

Over recent decades, more than half a billion pounds has been donated to Football, providing an essential lifeline at a time when the game's wealth was a fraction of what it enjoys today. This enabled clubs to re-build, modernise and make their grounds safer, as well as helping the game tackle some of its social problems. This legacy can be seen in the scores of new and rebuilt stadiums across the UK – from Huddersfield, Sunderland, Reading and Bolton to Chester, Derby, Inverness and noticeably Glasgow's Hampden Park.

Since 2008, The Football Pools has re-strengthened its commitment to British football, by partnering the English and Scottish Football Leagues across a host charitable initiatives. Over 100 clubs have been actively involved in community projects funded by The Football Pools. In 2013, The Football Pools celebrated its 90th Anniversary and to mark this incredible milestone, the company continued its support of good causes and donated £1.7m towards the creation of The StreetGames Football Pools Fives programme.

For more information on The Football Pools please visit www.footballpools.com or call 0800 500 000.

About Longitude:

Longitude is a pool betting technology platform that uses advanced mathematical principles and cutting-edge computing techniques to facilitate innovation in the gaming and wagering industry. Longitude enables sports betting and race track operators to offer a wider range of bet types, a richer display of odds data, and bigger pools with more stable odds. By allowing a range of different types of wagers on an individual race or sporting event to be aggregated into merged pools, the Longitude platform makes more efficient use of existing liquidity. Furthermore, the platform can generate additional liquidity by allowing new bet types to be launched directly into existing pools. Partners in the industry include the Hong Kong Jockey Club and Sportech.

The globally patented Longitude technology has its roots in the financial markets, where it has been used for the pricing and settlement of markets on a range of financial and naturally occurring events, such as credit, economic statistics, and weather.

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