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Kent CCC Opens County Cricket's First Online Interactive Website

Kent leverages Spider Networks' extranet leadership and interactive communications
solutions to launch The Spitfires Online; first exclusive online members extranet in English cricket

London, December 7, 2005 – Kent County Cricket Club today created net cricketing history by launching the first exclusive interactive website for supporters of a cricket club. Built by Spider Networks, an extranet called The Spitfires Online has been bolted on to Kent's official website (www.kentccc.com) enabling subscribing members to access the club's new media centre to replay exclusive behind-the-scenes footage whenever, and from wherever, they want. Members can also have club-generated audios and videos streamed to their desktops, and conduct online interviews with the president, captain and players.

"Kent CCC opens a new page in its illustrious history," says Kent's commercial and operations director, Jon Fordham. "Whatever their locations, supporters now have a truly interactive online site to become more involved in Kent's daily affairs, interact with club officials, players and fellow supporters, and to play a key role in helping craft our cricketing future."

From one dashboard customised to give the look and feel of Kent's main website, members will be able to use Spider's interactive communications toolset to interact with the captain and players in online chat forums, create member groups to securely share files and photos, build personal websites, and access the club's diary. Exclusive club audios and video footage such as net practices will also be streamed to their desktops.

In addition, each subscribing member will receive a club-branded, personalised e-mail address, colinc@kentccc.com for example, be able to access web mail from any location using any browser, and receive breaking club news by SMS alerts on their mobile phones.

"Cricket today enjoys unprecedented interest and county clubs face the challenge of providing new solutions for grassroots supporters to continue fueling its success," says Jim Conroy, Spider Networks' CEO. "Clearly, Spider Networks is delighted to partner with Kent CCC in building and deploying its new extranet, which will undoubtedly help the club to meet this challenge."

Four subscription options are available beginning with the Captain's Package at £36.99 per annum or £3.99 per month. Visit www.kentccc.com for full details.

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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