



Press Contacts

Mike Pay, Managing Director, Woking FC – Tel 01483 772470, Email mikepay@wokingfc.co.uk

Jim Conroy, CEO, Spider Networks – Tel 07785 770786, Email jim@spider-networks.net

Hugh Paterson, Portal Communications – Tel 07910 267 878, Email hughp@portalpr.biz

Woking FC Fans Offered Unprecedented Access and Insight Into The Club

Woking FC teams with Spider Networks to launch The Cards Online; dynamic portal provides subscribing fans exclusive club audio, video and messaging services, online discussion forums with officials and players, and more

Woking, January 20, 2006 – Aimed at strengthening grassroots support at home and abroad, Woking Football Club ("The Cards") today opened a new interactive portal on the club's website (www.wokingfc.co.uk). Called The Cards Online, the portal provides subscribing fans with unprecedented insight into the club's affairs, an exclusive window on what's happening on and off-the-pitch, and direct access to club officials and players.

The portal has been developed in partnership with interactive web communications leader Spider Networks at no technology cost to the club.

"Woking FC's fan base is made up of all age groups, from very recent to lifelong supporters and stretches to all corners of the world," says Mike Pay, Woking FC's commercial and managing director. "By partnering with Spider Networks, Woking FC has a truly dynamic club-centric portal, which fans all over the world can visit and enjoy at their leisure and keep their finger on the club's pulse."

Increasing numbers of sports clubs are teaming with Spider Networks to deploy Spider-powered portals to improve communications with their fans, enhance the club's brand, and generate new sources of revenue. Aldershot Town, Falkirk and Raith Rovers are recent examples. Like fans at those clubs, Woking FC's supporters can now sign up for a personal club-branded email address for life, mike@wokingfc.net for example, and access to the portal to send and receive webmail, participate in exclusive forums with the club's managers and players, create fan groups to share images, and access the club's diary.

But that's just the start. Fans can also subscribe for SMS alerts and receive exclusive breaking club news on their mobiles. They can also subscribe to The Cards new media centre and replay exclusive behind-the-scenes footage whenever they want, and have unique audio interviews with the team and club videos streamed direct to their desktops.



Four packages are available and fans can choose to pay either annually or monthly:

Standard - this package enables fans to interact and communicate with club management, coaches, players and other fans via exclusive member forums. It also provides exclusive club news and articles, online polls, discounts on goods and services, competitions, a personalised club email address for life, and access to all the communications tools needed to create and showcase a personal website with other fans, friends and family. Cost: £39.99 per annum/£3.99 per month

SMS Premium – this package is for fans who can't be at a match, but want breaking news as it happens. Subscribers will receive regular SMS alerts to their mobiles - manager's team selection for the next match, who he's just signed, transfer news, pitch inspections, and breaking match news such as red cards, injuries and goals. The SMS Premium package also includes all the features of the standard package. Cost - £64.99 per annum/£5.99 per month

Audio & Visual Premium – this package is for fans to be at the heart of the action and relive magic moments at any time. It provides all the features of the standard package plus exclusive audio and video interviews with the club manager, physio and players, and behind-the-scenes action streamed to desktops. Subscribers can also access archived audios and videos at any time. Cost: £79.99 per annum/£7.99 per month

Platinum - this package is for fans who want everything. All the interactive communications tools and personal email address, all the SMS alerts to their mobiles, all the exclusive club audio and video interviews and action streamed to their PCs. Cost: £99.99 per annum/ £8.99 per month

"Spider Networks is delighted to team with sports clubs and help them to build further support from their worldwide fan bases," says Jim Conroy, CEO, Spider Networks. "The Cards Online is a content-rich portal customised to give the look and feel of Woking's existing web presence and illustrates perfectly how a truly forward-looking club can garner further support from its fans and strengthen its brand."

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.

ends