



PRESS RELEASE - 14 MAY 2008

THE RUGBY FOOTBALL LEAGUE MAKES THE CONVERSION TO GREEN 4 SPORT

Green 4 is delighted to announce that the Rugby Football League have invested in their market leading CRM and emarketing solution designed specifically for the professional sports industry.

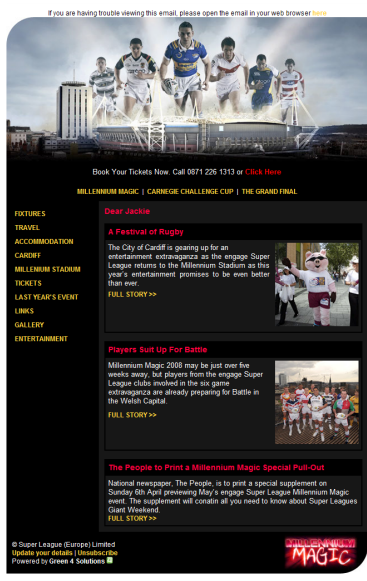
Having completed a 3 month pilot to prove the capability of the system, the software will be deployed across all business departments that make up the Rugby Football League. This will allow them to manage all aspects of sales and marketing for RFL events such as the Challenge Cup Final and International matches. Green 4 have provided the RFL with a Microsoft Dynamics CRM database, configured to manage both consumers and corporate customers. This will enable the RFL to easily consolidate data from sources such as their VM2 ticketing system, RFL web site and hospitality databases into one single system, making it much easier for them to maintain a clear profile of all supporters of the sport.

The transition to Green 4 Sport has been smooth and has required minimal time and resources to become operational. Much of the configuration work had already been done for other clients. Dynamics CRM has the same look and feel as other Microsoft Office products used by the RFL and can even be deployed as an extension to Outlook, making it familiar to users and thus simple to learn.

One of the key requirements of the RFL is the ability to send electronic communications to their supporter and corporate customers. This is a specialist area for Green 4 and where they have extended Microsoft Dynamics CRM to include a seamlessly integrated ecommunications tool that will enable them to communicate via email, SMS, MMS and RSS news wire.

Nathan Gould, responsible for operation of the system at RFL, having worked in a similar role at Manchester City Scottish Claymores and Bradford Bulls commented on the simple operation of the system.

"The real power is in the data profiling. Green 4's Communication Audience Query tool has allowed us to build many customer segments based on both demographic and transactional data that we hold on customers. These queries are dynamic and have allowed us to take our supporter communication to another level. Green 4 have assisted with the production of professional HTML templates which deliver the quality of communication that we are looking for. How fantastic for young fans to receive an electronic birthday card with a personalised message from their favorite player."



Phil Williams, Marketing Manager at the Rugby Football League added,

"We are very excited about the implementation of Green 4 Sport. We wanted to be able to communicate with our fans and get an accurate picture of individual responses. The pilot project gave us sufficient confidence to press the button on full role out. The next phase will see us focus on best practice. How do we further personalise our message, blend newsworthy stories and relevant offers in order to further engage supporters to the sport?"

Peter Oliver, Head of Sales and Marketing at Green 4 concluded,

"As the governing body for the Sport, the RFL is ideally placed to demonstrate how CRM technology can make a significant impact on maintaining relevant communications with customers. It is a proven fact that relevant and timely communication improves customer satisfaction and increases revenue in any industry. Due to the unique characteristics of sport, the passion, daily interest in what is going on at your club, it could be said that CRM was invented for sport. We very much hope this will become the standard for Rugby Football and that clubs large and small will follow the RFL's lead."

ABOUT GREEN 4 SOLUTIONS

Green 4 Solutions provides customer centric CRM solutions integrated with powerful marketing communications components that enable professional sports clubs to truly harness and exploit the power of their data and create an environment of personalised ecommunications, dramatically improving their marketing penetration and supporter relations. With extensive experience working with professional sports clubs, Green 4 realise the CRM needs of the industry and have tailored the latest version of Microsoft Dynamics CRM to meet their marketing requirements. Green 4 work very closely with Microsoft and are affiliated with the Microsoft in Sport & Leisure partner consortium.

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