

PRESS RELEASE

For Distribution: 24/08/2007

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It's a beautiful game! Know the Score fans set to scoop £250,000 prize money

The beautiful game is back! And as the brand-new season gathers momentum, football fans worldwide have a brand-new opportunity to get their hands on an equally beautiful £250,000! Already over £6,000 is being awarded every week.

Know the Score (<http://www.knowthescore.co.uk>), a new-generation online football pools game, is giving away thousands of pounds every week this season. And when the final whistle blows in May 2008, one lucky punter will score a cool £15,000.

Know the Score (<http://www.knowthescore.co.uk>) is the brainchild of two business men, one a Coventry City supporter, the other a Chelsea supporter, who came up with a quick-and-easy way to combine traditional football pools with the very latest internet technology.

Such is the beauty of the game, which kicked off this week, it has attracted the support of star TV pundits Ian St John and Phil Tufnell – who will be staging their own personal needle-match throughout this football season.

Know the Score (<http://www.knowthescore.co.uk>) couldn't be easier. Pick any eleven games from each week's football fixtures from the English Premiership, Championship, League 1 or League 2, or the Scottish Premiership, and predict the results. Fans can play individually and form five-a-side teams at no extra cost.

Points are awarded for a correctly forecast draw (6pts), away win (4pts) or home win (2pts). If you get the precise score right, that's worth a further 11 points, but if you get the result wrong, you lose three points.

Highest individual and team scores each week win £1,000, and there's a bonus £500 for the highest scores in the north – championed by football's Ian St John – and in the south, where former England cricketer Phil Tufnell is the chief cheerleader.

"It gets better," explains Ian. "Highest points tally at the end of the football season collects £10,000, plus £5,000 for being top in their region – and that's on top of any weekly winnings!"

And what does it all cost? Every week, each eleven-game entry – and punters can enter as many times as they like – costs just £1. A Know the Score (<http://www.knowthescore.co.uk>) football pools season ticket, covering weekly entry for the entire season, costs a mere £30!

"It's got to be worth a punt," says Tuffers. "It's quick, it's easy, it's great fun, and it only costs a quid. I wish I'd thought of it myself!"