

FOR IMMEDIATE RELEASE

A Safer Bet in Business Continuity and Incident Management

London, UK, 12th April 2007, Safeguard Communications, a leading provider of business continuity management and emergency notification systems, will soon be providing Crisis Commander to Betfair the trading name of The Sporting Exchange Ltd who are the world's leading online betting exchange. Internet based betting is a concept Betfair pioneered by harnessing cutting-edge technology to enable them to process 5 million transactions a day and more than 300 bets a second.

Operating in the United Kingdom, Europe and Australia, Betfair has always recognised the importance of Business Continuity Management to protect their clients and stakeholders interests, as well as their reputation and brand image. "We have maintained Business Continuity plans for a number of years with another system that was far more complex than we actually needed" says Andy Steward, Business Continuity Manager at Betfair. "As a result we started looking for a tool that would put our crisis information at our fingertips in a simple, logical, structured manner. The Crisis Commander solution met these requirements but also offered a number of key features that were on our wish list; such as its integrated Voice and Text Notification tool and its virtual Collaboration Room that will allow our key decision makers to immediately engage with each other via this web based forum during a crisis. We were also impressed with Crisis Commander's mobile capability that will allow us to issue notifications, access plans, chat in the forum or log information via our Blackberry® devices."

"We will be implementing Crisis Commander over the next few weeks and I'm confident that Safeguard Communications' continued partnership approach will make this as smooth and as painless as possible and once the process is completed, Betfair will have up to date, effective and manageable Business Continuity procedures across the whole of its operation."

About Safeguard Communications UK Ltd

Established in 2001, Safeguard Communications UK Ltd is a leading provider of secure, high availability, affordable and scalable managed communication and collaboration solutions for business continuity, crisis and incident management. For more information about Safeguard, please visit their Web site: www.safeguard999.co.uk

About Crisis Commander

Crisis Commander is an incident and business continuity management system, currently in use in well over 30 countries by hundreds of user organisations. The system is based on a proven BCM methodology, and recognised as both cost efficient and easy to use. Crisis Commander allows you to manage robust, comprehensive crisis and business continuity plans. The system has been used around the world to cope with business interruptions, natural and man-made disasters. Crisis Commander is an appropriate solution for organisations of all sizes. Among system features are incident management, advanced alert notification and true mobility. The system was developed by experts in the USA and Europe and being distributed in the UK via Safeguard Communications UK Ltd. www.crisiscommander.com

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