



PRESS RELEASE

29th September 2014, Milan

LEGA SERIE A KICK OFF INTEGRITY TOUR TO EDUCATE CLUBS ABOUT MATCH-FIXING

Partnership with Sportradar to offer unique prevention program to over 1,400 players based at league's 20 clubs

Today at its Head Office in Milan, Lega Serie A kicked off its national integrity tour with a press conference and the first educational workshop, delivered to the youth teams of Inter Milan FC and AC Milan. The tour, delivered by market-leading fraud prevention and detection service providers Sportradar, will provide a tailored integrity program to all 20 Serie A TIM clubs this season.

Lega Serie A, one of the most popular and successful leagues in European football, has brought UEFA's partner on board to develop the education workshops and deliver them, but also to provide e-learning tutorials for each member of the Lega Serie A club teams to go through and complete. In terms of content, the workshops will help participants understand why match-fixing is a growing problem, how fixers make their approaches and what the consequences of fixing are, using real-life case studies. The e-learning tutorials will support and supplement the workshops, ensuring that each participant understands what they have learnt and is comfortable with the information.

Speaking after the launch press conference, Lega Serie A President Maurizio Beretta underlined the tour's focus on youth players: "Thanks to the partnership with Sportradar, Lega Serie A marks a very important goal to protect Integrity on football today. The future of Lega Serie A is bright and exciting and nowhere is that clearer to see than in the youth academies run by our 20 clubs. At Lega Serie A, we take our responsibilities towards all our footballers, in particular toward the young players, very seriously: they count on us to develop them and protect them – to let them become the best they can be. This tour being delivered by our integrity partners Sportradar is the manifestation of our full commitment to the Serie A TIM players of the future."

Sportradar's Managing Director Integrity and Strategy Andreas Krannich concluded: "In recent years, we have found the Italian sports stakeholders to be particularly proactive when it comes to match-fixing detection and prevention, so we are not surprised that Lega Serie A have shown themselves to be leaders in this area. Prevention is about more than a slide show or a booklet. This two-tier package of Fraud Prevention Services, involving interactive workshops and personal e-learning tutorials, means that the league and the clubs can take confidence in the fact that those destined to excite Serie A's fans today and tomorrow have understood the importance of this fundamental issue and its impact."

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NOTES TO EDITOR

ABOUT SERIE A TIM

Serie A TIM is the top professional league played in Italy and consists of 20 clubs. One of the leading leagues in global football, it has been in existence since its inaugural season in 1898. Serie A TIM has produced the highest number of European Cup finalists, with Italian clubs have reached the final of the competition on a record twenty-six different occasions, winning the title twelve times. For more information about the league, please visit: www.legaseriea.it

ABOUT SPORTRADAR SECURITY SERVICES

Sportradar is a global leader in understanding and leveraging the power of sports data and digital content for its clients around the world. The company's Security Services operation provides the Fraud Detection System (FDS) to several federations, including the AFC, CONCACAF and UEFA. This unique system allows the Security Services team to monitor betting behaviour and patterns worldwide and to identify suspicious activities. Those findings prove invaluable for sports federations and law enforcement agencies that are looking to pinpoint match-fixers. The Security Services also include the Fraud Prevention Service (FPS) through which Sportradar offers education tools and services that have been delivered to leagues and clubs around the world. These have been show to increase awareness of illegal betting and match-fixing among those involved in sport.

More than 600 businesses in over 80 countries rely on Sportradar's data depth and quality services in their daily business. Headquartered in Switzerland, Sportradar has offices in more than 25 locations around the world and employs over 750 highly experienced staff worldwide.

More information can be found on www.sportradar.com.

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