

BETEGY Receives Investment led by bmp media investors to Launch Online Service for Football Predictions

Unique Algorithm lets football fans take advantage in sport picks & bets

Warsaw, Poland, 08 August 2012 – iteelabs Sp. z o.o., the company behind football prediction service BETEGY, today announced the successful completion of seed funding, led by bmp media investors AG. bmp media investors acquired a 30% stake and were joined by business angel Stefan Bielau, who also invested and supports the company in business development.

iteelabs launched its online service under the brand “BETEGY” in private-beta phase, predicting the results of football matches. Fan of sport bets and football enthusiasts alike, will be provided with advanced predictions for the five most popular European football leagues (England's Premier League, Germany's Bundesliga, La Liga in Spain, Italy's Lega Serie A, and Ligue 1 in France) at the start of the new seasons. The company currently has four team members.

The self-developed and self-learning algorithm by iteelabs processes a variety of statistical parameters such as results of previous matches, current league positions, goals scored as well as current and historical data. The user will be supplied with algorithm-based recommendations for an optimal personal betting behavior. Premium users receive detailed predictions for each match of the season combined with special advice for a personal betting strategy.

Within the last German Bundesliga season BETEGY predicted 71% of the results of all matches, for the EURO 2012 the accuracy for all matches was 58%, in general, BETEGY obtains up to 80% probability of success.

Interested users already can sign-up: www.betegy.com

The founders Alex Kornilov and Vitaly Yatsunyk have long experience in online business; among others they started two start-ups in the Ukraine. Warsaw was chosen as the ideal location for the realization of the new business idea. The new partners bmp and Bielau contribute additional online and international experience to the team.

Alex Kornilov, founding CEO of iteelabs Sp. z o.o.: “We want to make BETEGY the No.1 destination for online prediction services for football results. Every football fan should be able to convert passion into real financial gain. With the investment from bmp media investors, we can create a superb product and go live on time just before the start of all European Top Leagues.”

Stefan Bielau, business angel: “What makes BETEGY really stand out compared to other prediction services, is the fact that they offer data for all five top European football leagues. That ensures great a variety for the user right from the start and enables the business opportunities with affiliate partners and bookmakers.”

Jens Spyrka, member of the Executive Board of bmp media investors AG: “BETEGY definitely enriches our portfolio. In general, we see a strong demand in the market for premium sports content as well as in particular for the prediction of the results of sports matches based on well-founded analysis tools. We are looking forward to the partnership.”

Notes to Editors:**BETEGY**

BETEGY (www.betegy.com) is an online service that provides precise football predictions. It analyzes statistical data and the latest news in order to calculate the best odds for its users when they bet on results of football matches.

BETEGY uses its unique, self-learning algorithm to process and evaluate a variety of relevant statistical indicators such as results of previous matches, current league positions, goals scored, etc. The algorithm has its origin in the functionality of neural networks.

BETEGY covers the five most popular European football leagues: England's Premier League, Germany's Bundesliga, La Liga in Spain, Italy's Lega Serie A, and Ligue 1 in France. Compared to other advisory services, BETEGY is a social, reliable, and easy to use online service. Premium users are provided with detailed predictions for each match during a season and advice on how to bet aligned with their individual betting strategies. BETEGY uses every means possible and constantly updates its algorithm to ensure that the user is supplied with the most precise predictions available. As a result, BETEGY can forecast the result of a football match with up to 80% probability of success.

BETEGY connects with fans via Facebook (www.facebook.com/betegy) and Twitter (www.twitter.com/betegy).

About bmp media investors

bmp media investors AG (ISIN DE0003304200) invests in growth companies in the field of media and marketing services in Germany and Poland. It focuses on companies in the seed, start-up and expansion phases. www.mediainvestors.com

To date, bmp media investors has performed well over 30 equity investments in the media and marketing services segment. Its successful exits include Pomocni, nugg.ad, K2, Nokaut, Bankier, YOC, Gamigo and eprofessional. The current portfolio features – among others - brand eins Medien AG, Xamine GmbH, and dailyme / Self Loading Content GmbH.

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