



### **Historic TV Deal for Indoor Bowls**

The World Bowls Tour and English Indoor Bowling Association are delighted to announce a partnership with Premier Sports which will provide Bowls fans with the most comprehensive televised coverage in the history of the sport.

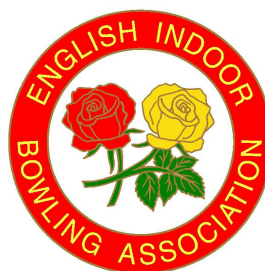
Premier Sports operates as a subscription service on channel 428 on the SKY platform, making it available to over 10 million homes in the UK. Since inception in 2010 the broadcaster has focused on identifying sports currently not covered in depth on UK television but who have a loyal and passionate following that appreciate extensive coverage.

Bowls will now sit proudly alongside Football, Rugby League, Motor Sport and Ice Hockey where fans will be able to enjoy top quality action every week of the year. Richard Sweeney, CEO of Premier Sports commented, "We look forward to delivering the best Indoor Bowls from around the UK all year long. We have been very impressed with the loyal following Bowls has in the UK and the commitment and passion of its players and administrators. Now they have the opportunity to really get behind the weekly TV coverage that will become even more extensive if the support is there."

In 2013 there will be over 260 hours of Indoor Bowls on Premier Sports for Bowls fans to enjoy that will be produced by Horizon Solutions who have a strong track record in producing Bowls events.

Premier Sports ground breaking coverage will begin in February 2013 and includes the World Bowls Tour International Open, PBA Masters, National u25s, EIBA Singles Finals, England Internationals, World Pairs and the brand new Premier Threes events.

Peter Thompson, Chief Executive, EIBA Ltd commented, "We are delighted to be part of this major initiative for the sport of Indoor Bowls. It provides weekly exposure for our top competitive bowlers and showcases the sport, including the new shorter and faster format of Premier Threes, to a far wider audience than ever before. This will introduce the sport to new audiences and encourage them to become part of the sport. The promotion of the





sport is a key strategy for the EIBA on behalf of its Clubs and with the same vision being shared by Premier Sports, Horizon and the World Bowls Tour this partnership will only strengthen this objective. I would ask that members and clubs take up the offers available to subscribe so that we can continue to grow and develop bowls on television.”

Bowls has a tradition of attracting strong TV audiences and Richard Maddison, CEO, WBT Ltd speaking from the Scottish Open event in Perth added “World Bowls Tour are really pleased to be a part of this exciting and bold initiative that gives the sport of bowls a weekly, all year round presence on television for the first time in history. With Premier Sports, Horizon and the EIBA this partnership in events, TV hours and regular programmes will truly develop and strengthen all aspects of the sport and as WBT add to the professional circuit over the ensuing months we believe that the sport of Bowls has never been better placed to face the future.”

A special website [www.lovebowls.com](http://www.lovebowls.com) has been commissioned to provide fans with all the information on the Premier Sports coverage including, dates, schedules, venues, times and of course details of how to subscribe to Premier Sports. Special launch offers including money back to clubs, for every subscription, to develop youth players will be published on the site in the coming weeks.

To subscribe to Premier Sports please visit [www.premiersports.tv](http://www.premiersports.tv) or call 0871 663 9000.

