

inverleigh

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INVERLEIGH LAUNCHES NEW F1 WEB PORTAL – WWW.THEINSIDELINE.COM

MELBOURNE: Inverleigh, the sport and entertainment content company, have expanded 'The Inside Line' brand, launching a new F1 news website ahead of the first race of the 2016 Formula One World Championship in Melbourne.

theinsideline.com is an extension of Inverleigh's weekly F1 magazine program which is now entering its fourth year of production and has been telecast on over 40 television networks internationally, including the likes of Fox Sport, ESPN and beIN Sport.

The website will enhance engagement with program's viewing audience and features a dynamic live news feed, exclusive video content and editorial features on the drivers, teams, races and developments within the sport itself.

"The Inside Line has built a very loyal viewing audience and the brand has become more than simply a TV show. We are excited to now extend an online offering that is a one-stop destination for race fans seeking a daily fix of up-to-the-minute news and exclusive content online" said Inverleigh director, Matt Whytcross.

The Inside Line is also supported by social media platforms under the moniker @theinsidelinehq

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ABOUT INVERLEIGH

A leader in non-live sports content, Inverleigh produces and distributes premium sports entertainment & lifestyle programming, including weekly news and magazine programs, timeless catalogue and major event preview content for traditional and digital broadcast platforms. Headquartered in Melbourne with offices in London and Miami, Inverleigh currently supplies programming to over 230 broadcasters globally.

www.inverleigh.com

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