

3rd December 2008

Dear all -

On 19 December 2007, the draw for the second (knockout) round of Euro Hockey League's season 1 will take place.

The draw will be an interactive virtual draw, with participants coming together online at www.eurohockeyleague.eu only, and connecting and interacting via webcams and a chat module, while the actual draw is performed in a TV studio, guided and directed by a presenter. It will take place in the evening, starting at **6pm** (GMT+1). Nowhere in the world has this method ever been used for a draw, so we are all going to participate in something special and innovative!

Viewers can comfortably follow the draw on their computers at home, at the office, the internet cafe, or anywhere else they have internet access, and will have a choice of the 16 webcam streams from each individual participating team as well as the "draw stream", the main stream that includes the actual drawing of lots, the presenter leading through the program, and any dignitaries and experts. Viewers will also have the possibility to actively participate via a chat module that allows them to ask questions of the presenter, the participating clubs, or the attending dignitaries and experts.

The participating clubs are asked to nominate one representative who will participate in the draw, representing their club, giving the club's reaction, and answering questions from the presenter. This representative can be chosen freely by the club to represent them in the draw, but should preferably be the team coach, team manager, club president, or another functionary of the club or team. This person should furthermore have a good command of the English language (or be accompanied by a translator) and be computer-literate (or have technical support available).

Regarding technical requirements, in order to participate, each club must provide a webcam with a minimum resolution of 640x480 and a microphone (usually in-built in the webcam) on a Windows XP or MacOSX computer (1,5 Ghz processor, 512mb RAM) with a broadband internet connection (min. 400 kbit upload, min. 1mbit download), a working browser (Firefox 2+ or IE 6+) and installed Adobe Flash Player 9 (free download from www.adobe.com/downloads). Euro Hockey League and its partner Eyeworks will provide support to any clubs that are unsure about what these requirements mean or unsure whether they meet them. Furthermore, a test schedule will be set up to test all connections prior to the start of the draw to minimize the occurrence of technical difficulties during the draw itself. Next week a manual will be sent out with detailed information about technical aspects.

Euro Hockey League recognizes that some clubs and club representatives may not be able to currently meet these requirements, and therefore offers a remuneration of 150 Euros to cover any necessary expenses to every club that actively participates in the draw and is present via their webcam during the duration of the draw ceremony.

While Euro Hockey League only requests one representative to attend for each club to qualify for the expense remuneration, we would like you to consider that this format of the draw also allows your club to present itself to a wide audience and to turn this into a club event, e.g. having your representative on the webcam at the clubhouse while the team or club members watch the draw together. For local promotion we advise you to invite a (local) journalist to be with the representative during the draw.

To get as many people as possible to attend the draw on the internet we ask you to announce the draw on your website and/or club magazine.

In order to advance our planning for this event, please let us know who your representative will be and whether you expect to find it difficult to have a webcam available and participate in the draw.

We look forward to seeing you all join in on 19 December at www.eurohockeyleague.eu!