

THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION. If you are in any doubt about the action to be taken, you are recommended to seek your own personal financial advice immediately from your stockbroker, accountant or other independent financial adviser.

If you have sold or transferred all of your ordinary shares in Sport Media Group plc (“SMG,” the “Company” or the “Group”), please forward this letter to the purchaser or transferee or to the stockbroker, bank or other agent through whom the sale or transfer was effected for transmission to the purchaser or transferee.

Head & Registered Office:

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London
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24 February 2009

To the holders of Ordinary Shares

Dear Shareholder

Please find set out herewith the full text of the announcement issued by **Sport Media Group plc** to the London Stock Exchange on 24 February 2009 in which the Company states that it is in discussions with a number of third parties which may include an offer for the Company. As a result of this announcement, the Company is now in an “offer period” under the rules of the UK City Code on Takeovers and Mergers, which requires us to send you this letter.

You need not take any action at this time and you will be kept fully informed of any developments.

Yours faithfully

A handwritten signature in black ink, appearing to read 'David Bailey', with a long horizontal flourish extending to the left.

David Bailey
Non-executive Chairman