

Sport Media Group Plc

Form of Proxy

For use at the annual general meeting to be held at 19 Great Ancoats Street, Manchester, M60 4BT

On 16 June 2010 at 1.00 p.m.

I/We
BLOCK CAPITALS PLEASE

of
BLOCK CAPITALS PLEASE

.....
being [a] member[s] of Sport Media Group Plc (the "**Company**") hereby appoint the chairman of the meeting or * **

.....
as my/our proxy to vote for me/us on my/our behalf at the annual general meeting of the Company to be held on 16 June 2010 at 1.00 p.m. and at any adjournment thereof. I/We have indicated with an 'X' in the appropriate spaces how I/we wish my/our votes to be cast.

RESOLUTIONS: Ordinary business (Place X in appropriate box)	FOR	AGAINST	WITH HELD
1. To receive and adopt the accounts for the period ended 31 December 2009			
2. To approve the directors remuneration report			
3. To elect Mr Martin Robinson as a director			
4. To elect Mr Robert Johnson as a director			
5. To elect Mr Neil Robertson as a director			
6. To re-elect Mr David Bailey as a director			
7. To re-elect Mr Andrew Fickling as a director			
8. To re-elect Mr John Maddock as a director			
9. To re-appoint Horwath Clark Whitehill LLP and Edwards Chartered Accountants as joint auditors and determine their remuneration			
10. That the directors of the Company be and they are hereby generally and unconditionally authorised for the purpose of Section 551 of the Companies Act 2006 to allot shares in the Company, up to the amount of the authorised			

share capital to such persons at such times and upon such conditions as the directors may determine (subject to the articles of association of the Company and the provisions of the Company Act 2006) during the period expiring at the end of the next annual general meeting of the Company.			
Special business			
11. That the articles of association contained in the form produced to the meeting and initialled for the purposes of identification by the chairman be adopted as the new articles of association (“New Articles”) of the Company in substitution for and to the entire exclusion of the existing articles of association.			
12. That subject to the New Articles being adopted pursuant to resolution 11 above, the members of the Company hereby agree to receive notices and any other documentation or information to be provided to them by the Company by way of such notice, information or documentation being posted on the Company’s website pursuant to article 133 of the New Articles.			

If this form is signed and returned without any indication as to how the proxy shall vote, he may exercise his discretion as to both how he votes (including as to any amendments to the resolutions) and whether or not he abstains from voting.

Signature

Signature Date

Notes:

*You may, if you wish, insert here the name(s) of the person(s) of your choice, who need not be a member of the Company, to attend and vote at the annual general meeting on your behalf.

**If you appoint a proxy, your voting rights will revert to you at the conclusion of the annual general meeting or any adjournment of the annual general meeting.

Please indicate by placing ‘X’ either under the column “For” or the column “Against” or the column “Withheld” how you wish your votes to be cast. On receipt of this form duly signed, but without any specific direction how you wish your vote to be cast, your proxy may vote or abstain, at their discretion. On any other business (including a motion to adjourn the meeting or to amend a resolution) the proxy will vote at their discretion.

The “Withheld” option is provided to enable you to abstain on the resolution. However it should be noted that a “Withheld” vote is not a vote in law and will not be counted in the calculation of the proportion of the votes “For” or “Against” the resolution.

To be valid, this form must be lodged with the Company, Sport Media Group Plc, 19 Great Ancoats Street, Manchester, M60 4BT, for the attention of Neil Robertson not less than 48 hours before the time of the annual general meeting.

Completion and return of this form of proxy shall not preclude a member from attending and voting at the annual general meeting or any adjournment of the annual general meeting.

If a member is a corporation, this form of proxy must be executed under its common seal or by an attorney or by a duly authorised officer of the corporation. A copy of the authorisation of such officer or attorney must be lodged with this form of proxy.

In the case of joint holders any one holder may sign the form of proxy but all the names of the joint holders should be stated on the form of proxy. If more than one vote is received the senior holder who tenders a vote will be accepted to the exclusion of the vote(s) of the other joint holder(s), seniority being determined by the order in which the names stand in the register of members of the Company.

Any alterations made to this form should be initialled.