



## **SundayLeague Launches with LMA**

**London – April 2005**

Cat Games, the creator of the World's leading online football management game Sunday League ([www.sundayleague.com](http://www.sundayleague.com)), today announces its partnership with [www.leaguemanagers.com](http://www.leaguemanagers.com), a newly created website representing the League Managers Association (LMA).

Created by Digital Marmalade Ltd ([www.digitalmarmalade.co.uk](http://www.digitalmarmalade.co.uk)), the LMA's web site provides in-depth information and statistics linked to Premiership and League managers past and present, along with updated news and reports directly from the league managers.

The League Managers Association will host its own version of Sunday League and the visitors to the site will access the game via a permanent link from the League Managers website.

Sunday League, with its fresh, fun approach along the lines of the traditional Sunday League games will add extra content to the League Managers site, as well as giving visitors the chance to manage their own fictional football team, plus an opportunity to win an official football shirt signed by the manager of their choice.

### **Terry Ricketts, Managing Director of Cat Games says;**

"We are delighted to add the League Managers Association to our portfolio of partners. It is a privilege to be working so closely with the organisation. The new website looks fantastic and is a true reflection of the professionalism and dedication of the League Managers in today's football. We aim Sunday League at the person who is passionate about football and feel confident that the game will be a huge success on the League Managers Association website."

### **League Managers' Association Chief John Barnwell says;**

"We see joining up with Cat Games and Sunday League as an ideal way forward for the LMA. By entering a business relationship with a proven partner, we believe that we will generate further interest and traffic for our website. We have received many

commercial approaches, but this is the first one that fits in with how we see the site progressing."

**Tony Brennand, Commercial Director of Digital Marmalade says;**

"Following the successful launch of the League Managers Association's website earlier this year, we are thrilled to have brokered this commercial deal between the best online football manager related resource, [www.leaguemanagers.com](http://www.leaguemanagers.com) and the best online football management game, Sunday League. We're confident the partnership will bring an added dimension to the LMA site, introducing a new audience and encouraging repeat visits."

[www.sundayleague.com](http://www.sundayleague.com)

[www.leaguemanagers.com](http://www.leaguemanagers.com)

[www.digitalmarmalade.com](http://www.digitalmarmalade.com)

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