

16 June 2014

**Blue Star Capital plc**  
**(“Blue Star” or the “Company”)**

**Oak Media signs commercial agreement with The Anfield Wrap**

Blue Star, an investment company in technology and gaming delivered principally through social media and broadcast platforms, is pleased to announce that Oak Media Limited (“Oak”), which is 65% owned by Blue Star, has signed an agreement with The Anfield Wrap Magazine Limited (“The Anfield Wrap”), a leading Liverpool supporters’ podcast, magazine, radio show and online community, for the joint marketing and promotion of Oak’s Red 8 Casino.

The agreement will see Oak’s Red 8 Casino marketed to The Anfield Wraps followers via its podcast, digital magazine and social media outlets. This represents an audience of over 400,000 monthly podcast downloads, over 10,000 unique monthly magazine readers, nearly 60,000 Twitter followers and thousands more across other social media channels.

Under the terms of the agreement, The Anfield Wrap will receive a share of the profits made from users that access Red 8 Casino through its channels, with another share of the profits being donated to grass roots football on Merseyside.

**Graham Parr, Chairman of Blue Star, commented:**

“Blue Star is delighted that Oak has signed an agreement with one of the UK’s most popular sporting communities. In partnering with The Anfield Wrap, Oak is expected to benefit from vastly increased exposure to a key demographic, reaching a broad range of potential new customers and significantly increasing awareness of the Red 8 Casino brand.”

**Ian Maloney Co-Founder of The Anfield Wrap commented:**

“We are very excited to be associated with a brand like Red 8 Casino, particularly as the colour and number have so much meaning to Liverpool FC and its supporters.

“We are very selective when it comes to the brands we work with and a key part in our decision to sign an agreement with Oak was the fact that the Company has a similar set of values and approach to social responsibility as us. We’re especially pleased with Oak’s decision to join us in donating a percentage of the profits to grassroots football on Merseyside and look forward to working with the team there going forwards.”

**Ends**

Contacts:

**Blue Star Capital plc**  
Graham Parr, Chairman  
Tony Fabrizi, Chief Executive

+44 778 891 6111  
+44 777 178 2434

**Daniel Stewart & Company plc**

Nominated Adviser &amp; Broker

David Hart/Ciaran Walsh/Martin Lampshire

+44 20 7776 6550

**Financial PR Adviser**

Rebecca Sanders-Hewett/David Ison

+44 20 7382 4732

**About Oak**

Oak has been formed to take advantage of the international growth in gaming for entertainment amid a fast changing regulatory environment. Oak intends to become an aggregator of the most compelling gaming technology to provide the best available gaming solutions, so it can enter the lucrative gaming market with modest investment and make rapid returns.

Oak believes that leading brands and broadcast TV will play an increasingly larger role in gaming growth and player recruitment. Oak aims to position itself as the supplier of choice to mainstream brands and mobile and broadcast TV operations, especially those with international reach, to create a total broadcast gaming solution with selected partners.