

29 August 2007

**CARTRIDGE WORLD TO PARTNER EUROBASKET 2007 CHAMPIONSHIPS
Cartridge World Strengthens Brand Profile in Europe with Major Sports Sponsorship**

Leading computer cartridge refill franchise, Cartridge World, will strengthen its brand presence throughout Europe in September with sponsorship of European basketball's biggest event – EuroBasket 2007.

EuroBasket, organised by governing body FIBA Europe, the European Basketball Federation, will be held in Spain this year and broadcast on free-to-air TV in almost every European country. Most channels will show 54 games over the two weeks period starting from 3 September.

Cartridge World, which already has a growing franchisee presence in host country Spain and a number of other competing nations, is keen to reach consumers and potential franchisees through this high impact TV sponsorship.

Duncan Berry, Cartridge World's Director of European franchising, explains:
"Basketball has significantly increased its following throughout Europe in recent years and we are keen to tap-into this higher profile and create greater recognition for the Cartridge World brand in key markets."

Berry continues, "As a global company, with a presence in 17 European countries to date, we are perfectly placed to maximise the benefits of the pan-European TV coverage EuroBasket offers. It allows us to achieve brand exposure in almost every country in Europe simultaneously, through sponsorship of events centred in Spain, where our branding will have high profile in the arena and in the backdrops to competitor interviews."

Announcing the sponsorship deal, FIBA' Secretary General, Patrick Baumann, commented, "We are very pleased to welcome Cartridge World as an Event Sponsors, it is a particular pleasure to partner with a company that embodies the spirit of EuroBasket – dynamic, global, young and exciting and also one that has such strong ethical credentials."

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Notes to editors:

Eurobasket 2007 Competitors

16 nations will compete in the televised Eurobasket games:

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|------------|---------------|--------------------|
| 1. Italy | 8. Portugal | 15. Czech Republic |
| 2. Spain | 9. Turkey | 16. One additional |
| 3. France | 10. Slovenia | country decided |
| 4. Russia | 11. Lithuania | by a qualifying |
| 5. Germany | 12. Latvia | event |
| 6. Poland | 13. Serbia | |
| 7. Greece | 14. Croatia | |

About Cartridge World in Europe

Cartridge World is the fastest growing retailer of refilled printer cartridges in the world. It stocks over 200 high performance inks that can offer printer users the same performance as achieved through using 'original' branded cartridges, but at prices up to 60% lower. And by reusing existing cartridges, as opposed to disposing of them and replacing, consumers can make a positive contribution to the environment.

Cartridge World operates a franchise business model. It was first established in Australia in 1988. Since then, it has expanded into 47 countries and now has over 1500 franchise outlets worldwide. The Cartridge World franchisee network is currently one of the fastest growing franchisee networks in the world.

Cartridge World has been present in Europe since 2001 and has nearly 600 stores in seventeen European countries. Master Franchisees have been established in ten European countries and the company expects to appoint four more within three years. These Master Franchisees are supported by a European Franchise support team based in Harrogate, England.

The company recently won the 'Best International Franchise Expansion Programme' award at the Franchise Marketing Awards 2007, held in March on behalf of the British Franchise Association by the Venture Marketing Group.

For further information, visit www.cartridgeworld.eu