

SCO PROVIDES INNOVATIVE MARKETING OUTREACH FOR MAJOR LEAGUE SOCCER CLUB

Real Salt Lake utilizes SCO's Me Inc. mobile technology to effectively and affordably reach Utah's growing soccer fan base and promote upcoming matches

LAS VEGAS—C4-Sports—Booth# 1814—July 17, 2006—With the high cost of TV and radio advertising and the low response rate of direct mail marketing, many sports teams are looking for alternative marketing outlets to reach their audience. Major League Soccer (MLS) team Real Salt Lake has found that alternative and is successfully complementing their marketing efforts with personalized audio and visual messages that are sent directly to individual fans and season ticket holders.

Real Salt Lake joined the MLS as an expansion team in 2005. They were the 12th team to join the Major League Soccer Association and the second major league sport in Utah. They have been using Me Inc. mobile services for the last few months to personally reach fans and increase attendance.

Me Inc. is an innovative suite of mobile services that enables improved communication with opt-in groups of all sizes. At the click of a button, this new and unique communication tool helps distribute and gather messages to and from various target audiences. Me Inc. features two main services, Shout and Vote. With Me Inc. Shout, smartphone users can send a 60-second custom audio or text message along with powerful visual images to any number of people that can be received through a phone or Web browser. Me Inc. Vote is a unique polling service that lets smartphone users gather instant opinions and receive feedback from small groups or large audiences.

“Soccer is the fastest growing sport in the United States and that pace allows us to be very creative in our marketing and sales tactics. Our goal has always been to seek fresh and innovative ways to get the word out about Real Salt Lake,” said Chris Keeney, senior director of sales of Real Salt Lake. “With Me Inc. we have found a unique and inexpensive way to reach our fan base quickly and precisely. The feedback from fans has been extremely positive because we

deliver up to the minute news and information to them in a way that is non-invasive or burdensome.”

Real Salt Lake has already used Me Inc. twice to announce the beginning of their season and their first home game opener against their rocky mountain rival the Colorado Rapids. Both Shouts were sent by players, creating a personal connection between the player and fan. Along with the audio message Real Salt Lake sent appealing images that further promoted the soccer games and additional special offers. Click on the following two links to listen to and see the Shout messages:

Home Game Opener:

<https://realsaltlake.edgeclickpark.com/meinc/app?page=Shout&service=external&sp=S3t4p4v0r6v8c0y7h7bsa&sp=Srichyan@sco.com>.

Season Opener:

<https://realsaltlake.edgeclickpark.com/meinc/app?page=Shout&service=external&sp=S1d6v0p9n8n9m1v2y6y9eegbyppcm&sp=Srichyan@sco.com>

Real Salt Lake is also planning on using Me Inc. Vote to get real-time feedback on half-time shows. “The ability to get real-time feedback on things such as half-time performances is extremely valuable to us,” said Keeney. “Me Inc. Shout and Vote is a fantastic way to speak with customers and prospects in an energetic way that is a fraction of the costs of more traditional communication channels.”

For more information or to begin subscribing to Me Inc. Shout and Vote mobile services, visit <http://www.edgeclickpark.com/mobility/main.html> or call +1-801-932-5349 or your nearest SCO sales office or representative.

About SCO

The SCO Group (NASDAQ: SCOX) is a leading provider of UNIX software technology for distributed, embedded and network-based systems, offering SCO OpenServer for small to medium business, UnixWare for enterprise applications, and Me Inc. and EdgeClick for mobile services. SCO’s highly innovative and reliable solutions help millions of customers grow their businesses everyday, from SCO OpenServer on main street to UnixWare on Wall Street, and beyond. SCO owns the core UNIX operating system, originally developed by AT&T/Bell Labs and is the exclusive licensor to UNIX-based system software providers.

Headquartered in Lindon, Utah, SCO has a worldwide network of thousands of resellers and developers. SCO Global Services provides reliable localized support and services to partners and customers. For more information on SCO products and services, visit www.sco.de.

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