COMPANY REGISTRATION NUMBER 4846118

ARENA SPORTS MARKETING LIMITED

UNAUDITED ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED

31 MAY 2006

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COMPANIES HOUSE 14/10/2006

HALLIDAYS LIMITED
Chartered Accountants
Portland Buildings
127-129 Portland Street
Manchester
M1 4PZ

ARENA SPORTS MARKETING LIMITED

ABBREVIATED ACCOUNTS

YEAR ENDED 31 MAY 2006

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ARENA SPORTS MARKETING LIMITED

ABBREVIATED BALANCE SHEET

31 MAY 2006

	Note	2006 £	£	2005 £	£
FIXED ASSETS	2				
Tangible assets			**2,087**		1,447
CURRENT ASSETS					
Debtors		**431,958**		191,722	
Cash at bank and in hand		**11,591**		28,792	
		443,549		220,514	
CREDITORS: Amounts falling due within one year		**122,368**		27,749	
NET CURRENT ASSETS			**321,181**		192,765
TOTAL ASSETS LESS CURRENT LIABILITIES			**323,268**		194,212
CAPITAL AND RESERVES					
Called-up equity share capital	3		**100**		100
Profit and loss account			**323,168**		194,112
SHAREHOLDERS' FUNDS			**323,268**		194,212

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 1985 (the Act) relating to the audit of the financial statements for the year by virtue of section 249A(1), and that no member or members have requested an audit pursuant to section 249B(2) of the Act.

The directors acknowledge their responsibilities for:

(i) ensuring that the company keeps proper accounting records which comply with section 221 of the Act, and

(ii) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 226, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

These abbreviated accounts have been prepared in accordance with the special provisions for small companies under Part VII of the Companies Act 1985.

These abbreviated accounts were approved by the directors on 6/10/06 and are signed on their behalf by:

Julie England
MS J ENGLAND

MR R THOMPSON

ARENA SPORTS MARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 31 MAY 2006

1. ACCOUNTING POLICIES

Basis of accounting

The financial statements have been prepared under the historical cost convention.

Changes in accounting policies

In preparing the financial statements for the current year, the company has adopted the following Financial Reporting Standards:

-FRS 21 'Events after the Balance Sheet date (IAS 10)';

-the presentation requirements of 'FRS 25 'Financial Instruments: Disclosure and Presentation (IAS 32)''; and

-UITF 40 'Revenue recognition and service contracts'.

FRS 21 'Events after the Balance Sheet date (IAS 10)'

The adoption of FRS 21 has resulted in a change in accounting policy in respect of proposed equity dividends. If the company declares dividends to the holders of equity instruments after the balance sheet date, the company does not recognise those dividends as a liability at the balance sheet date. The aggregate amount of equity dividends proposed before approval of the financial statements, which have not been shown as liabilities at the balance sheet date, are disclosed in the notes to the financial statements. Previously, proposed equity dividends were recorded as liabilities at the balance sheet date.

FRS 25 'Financial Instruments: Disclosure and Presentation (IAS 32)'

The adoption of FRS 25 has resulted in a change in accounting policy in respect of paid equity dividends whereby paid equity dividends are charged directly to the profit and loss reserve rather than to the profit and loss account as an appropriation.

The effect of the prior year adjustment on the results for the preceding year in accordance with FRS 3 and on the results for the current period is £Nil as the change relates to disclosure only.

UITF 40 'Revenue recognition and service contracts'

The adoption of UITF 40 has resulted in a change in accounting policy in respect of revenue recognition and service contracts whereby the company is required to recognise revenue under an exchange transaction with a customer. The policy of the company is to provide a provision for services with regard to work in progress at the end of the month in which it occurred

Cash flow statement

The directors have taken advantage of the exemption in Financial Reporting Standard No 1 (Revised 1996) from including a cash flow statement in the financial statements on the grounds that the company is small.

ARENA SPORTS MARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 31 MAY 2006

1. ACCOUNTING POLICIES *(continued)*

Turnover

The turnover shown in the profit and loss account represents amounts invoiced during the year, exclusive of Value Added Tax.

In respect of long-term contracts and contracts for on-going services, turnover represents the value of work done in the year, including estimates of amounts not invoiced. Turnover in respect of long-term contracts and contracts for on-going services is recognised by reference to the stage of completion.

Fixed assets

All fixed assets are initially recorded at cost.

Depreciation

Depreciation is calculated so as to write off the cost of an asset over the useful economic life of that asset as follows:

Equipment - Straight line 30%

Operating lease agreements

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

2. FIXED ASSETS

	Tangible Assets £
COST	
At 1 June 2005	1,997
Additions	1,357
At 31 May 2006	**3,354**
DEPRECIATION	
At 1 June 2005	550
Charge for year	717
At 31 May 2006	**1,267**

ARENA SPORTS MARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 31 MAY 2006

2. FIXED ASSETS *(continued)*

NET BOOK VALUE	
At 31 May 2006	**2,087**
At 31 May 2005	1,447

3. SHARE CAPITAL

Authorised share capital:

	2006	2005
	£	£
100 Ordinary shares of £1 each	**100**	100

Allotted, called up and fully paid:

	2006		2005	
	No	**£**	No	£
Ordinary shares of £1 each	**100**	**100**	100	100
Equity shares				
Ordinary shares of £1 each	**100**	**100**	100	100