

14 May 2009

Australian Stock Exchange Limited ("ASX")
Company Announcements Office
10th Floor
20 Bond Street
SYDNEY NSW 2000

**ASX - ANNOUNCEMENT
SUBSTANTIAL SHAREHOLDER INTEREST**

The Board of International All Sports (IAS) note that Paddy Power plc, a company listed on the London and Dublin Stock Exchanges has announced a transaction to acquire a 51% interest in Sportsbet Pty Ltd.

In accordance with a substantial shareholders notice dated 3 April 2009, Sportsbet holds 19.98% of IAS. The Board notes that Paddy Power now has a relevant interest and has lodged a substantial shareholder notice with respect to these shares.

IAS will continue to update the market as matters develop.

Shareholder enquiries should be directed to John Nugent, Company Secretary, International All Sports Limited, on +613 9948 9948.



Barry Coulter
CHAIRMAN