



Luxbet



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Tabcorp and Tasracing join forces

Tabcorp and Tasracing have today announced a new three-year sponsorship agreement that will see the wagering leader's corporate bookmaking business, Luxbet at the forefront of racing in Tasmania.

A major part of the agreement will see Luxbet secure naming rights to three of Tasmania's racetracks. As of July Tasmania's three main tracks will be 'Luxbet Park Hobart', 'Luxbet Racing Centre Launceston' and 'Luxbet All Weather Devonport'.

In addition to Luxbet's three-year partnership it was also announced Tabcorp's media business, Sky Racing will hold Tasracing broadcasting rights for the next decade.

Sky Racing is broadcast to 2.9 million homes and 5,500 pubs and clubs around Australia. Sky will also take Tasmanian racing to an international audience of more than 100 countries globally.

Tabcorp Executive General Manager Commercial Development, Doug Freeman was in Hobart today to join Tasmanian Racing Minister Adam Brooks and Tasracing Chairman Dean Cooper in making the announcement.

"Tabcorp is pleased to have secured the broadcast rights for Tasmanian racing for the next 10 years and we're also delighted to see Luxbet become naming rights sponsor for the three main tracks," Mr Freeman said.

"We look forward to working closely with our new partners in Tasracing to help grow racing in this state."

Tasracing chairman Dean Cooper said the new arrangements provided Tasracing with guaranteed access to key international markets.

"This is important as international broadcasts of our racing provided a record \$475,000 in returns to the industry last year," Mr Cooper said.

"Of course, it also secures and protects all regular broadcast slots, including premium times on Wednesday night for thoroughbreds, Thursday night for greyhounds and thoroughbreds and harness on Sundays.

"Tabcorp is the market-leading wagering operator in Australia. Putting its name to our racing venues, our major thoroughbred carnival and the Hobart and Launceston Cups for three years is a strong endorsement of the industry in Tasmania.

"It is also Tasracing's most important partner in terms of racing product distribution through Sky Racing."



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About Tabcorp

Tabcorp is a leading Australian gambling entertainment company and a top 100 public company listed on the Australian Securities Exchange. Tabcorp is one of the world's largest publicly listed gambling companies and one of the largest wagering operators by revenue.

Tabcorp is diversified across three businesses: Wagering and Media, Gaming Services and Keno. The company operates leading customer brands such as Keno, tab.com.au, Luxbet, Sky Racing, Sky Sports Radio and Tabcorp Gaming Solutions.

Tabcorp is committed to the responsible delivery of its gambling products. Tabcorp has been named the global gambling industry leader in the annual assessment for the Dow Jones Sustainability Index in 10 out of the last 11 years.

Tabcorp employs more than 3,000 people. In November 2015, the company was recognised by the Federal Government's Workplace Gender Equality Agency as an 'Employer of Choice for Gender Equality', the only company in the gambling entertainment industry to make the list.

For more information:

Rebecca Ludbrook, Tabcorp Corporate Affairs Advisor, (03) 9868 2367

Media Release