



Media Release
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Luxbet naming rights partnership commences

Luxbet's naming rights partnership with Tasacing for the Elwick, Mowbray and Spreyton racetracks officially commenced 1 July 2016.

Under the arrangement, the venues will be known as Luxbet Park Hobart, the Luxbet Racing Centre in Launceston and Luxbet All Weather Devonport for the life of the three-year partnership.

Luxbet will also have naming rights for the thoroughbred Tasmanian Summer Racing Carnival and the Hobart and Launceston Cups.

Tasracing chief executive officer Dr Eliot Forbes said the official commencement of the partnership was an important day for Tasracing and the Tasmanian racing industry.

"Tabcorp is the market-leading wagering operator in Australia and is Tasracing's most important partner in terms of racing product distribution through the Tabcorp-owned Sky Racing," he said.

"The naming rights arrangement through the Luxbet brand and the 10-year media rights deal with Tabcorp that secures national and international broadcasts for Tasmanian racing are crucial for the industry.

"International broadcasts provided a record \$475,000 in returns to the racing industry last year."

Dr Forbes said it was significant that the market's leading wagering operator in Tabcorp had chosen to align itself in this way with Tasmanian racing.

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