

## **ASX & MEDIA RELEASE**

**26 August 2009**

### **New look TAB ACTIVE TV Wagering Service**

Two Way Limited today announced that it has released a new look TV wagering service, re-branded as **TAB ACTIVE**, timed to coincide with the lead up to this year's Spring Racing Carnival.

The rebrand of the service from Sky Racing ACTIVE to TAB ACTIVE is part of a consolidated strategy by Two Way, Tabcorp and FOXTEL to allow punters to better identify the channel as a TAB betting service. To communicate the rebrand, Two Way is supporting the launch of TAB ACTIVE with a targeted marketing campaign across Pay TV, Radio, Press, Direct Mail and Online. The marketing campaign will include a new series of TV and radio commercials, promoting the speed, ease and convenience of betting with the TAB ACTIVE service using your FOXTEL remote control.



The TV wagering service was created by Two Way for its partners Tabcorp and FOXTEL. It is available to viewers of the Sky Racing channel on the FOXTEL and Optus TV platforms in NSW and Victoria. Viewers can launch TAB ACTIVE by pressing the red button on their remote control. The service provides detailed information for all thoroughbred, harness and greyhound race meetings on which Tabcorp is conducting wagering each day. The information includes track conditions, detailed form guides, scratchings, approximate dividends, results, and final dividends. All of this information is updated automatically in real time.

In addition to accessing the above information, viewers in both Victoria and NSW are able to access their TAB wagering accounts, and place all types of bets (including exotics) with their remote control.

There is no charge for using TAB ACTIVE, although standard local call costs apply when users dial in to access their accounts. All betting transactions are encrypted, and are safe and secure.

Two Way has received highly positive feedback on the service, which has operated in Victoria since late April 2008, and in NSW since early October 2008. More than 4 million bets in total have been placed through the service, by more than 14,000 TAB account holders.

Chief Executive Officer and Managing Director of Two Way, Mr Ben Reichel, said “We are excited to be working with our partners at Tabcorp and FOXTEL on the new look TAB ACTIVE service. Our TV wagering service is Two Way’s flagship product, and has proved very popular with punters and racing fans who have used it. The service has recently won an ASTRA Award for Most Outstanding Use of Interactive Television.”

Tabcorp's Managing Director – Wagering, Robert Nason said: "TAB ACTIVE highlights our determination to be innovative in wagering product and channel development. TAB ACTIVE is the world’s best interactive racing and wagering service. The name change to TAB ACTIVE aligns the service with our other wagering channels. We are pleased to continue our work with Two Way Limited and FOXTEL to provide our customers with cutting edge, interactive technology.”

### **For further information:**

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### **ABOUT TWO WAY LIMITED (ASX: TTV)**

Two Way creates advanced interactive media and gambling applications. Our competitive strengths include our specialised expertise, patented technology, and library of interactive applications, which can be deployed on TV, mobile or internet.

Two Way has developed an interactive TV wagering service with Tabcorp Holdings Limited (ASX:TAH) and Foxtel, with the potential to establish similar relationships with other wagering and broadcasting partners throughout Australia and overseas.

Our interactive wagering technology offers advanced betting features and related information, and utilises the latest synchronisation techniques to enhance the user experience. This technology can be applied to both racing and sports betting applications.

Our Way2Bet wagering portal offers an extensive range of information resources to help punters bet better. These services are available via online and mobile devices at [www.way2bet.com.au](http://www.way2bet.com.au) and way2bet.mobi.

Our Way2Play casual games portal complements and extends our interactive TV games channels.

Two Way’s products are currently being deployed by leading wagering and interactive TV operators in Australia and New Zealand. Our clients include Tabcorp, Foxtel, Austar and Sky New Zealand.

To learn more about Two Way visit [www.twowaytv.com.au](http://www.twowaytv.com.au).

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