

ASX RELEASE

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Jo McKinnon to Promote Sky Racing ACTIVE

Two Way Limited announces that respected racing journalist Jo McKinnon will be the “face” of Sky Racing ACTIVE, the TV wagering service created by Two Way for its partners Tabcorp and FOXTEL. Jo will star in a new series of TV and radio commercials promoting the service.

Jo McKinnon will soon commence a new role as the Marketing Manager for Aushorse Marketing Pty Ltd, the marketing company founded by Australia’s thoroughbred breeders. Currently Jo is the Public Affairs Manager of the Moonee Valley Racing Club, home of the \$3 million Tatts Cox Plate – the Race Where Legends Are Made.

Prior to joining the Moonee Valley Racing Club in 2004, Jo was the main presenter on Sky Channel. She commentated on race meetings all over Australia and worked trackside at all the carnivals capturing all the colour and excitement, and interviewed some of the biggest names in the sport. Jo was also a regular panellist and the first ever female on the popular racing review programme 'Racing Retro'.



Chief Executive Officer and Managing Director of Two Way, Mr Ben Reichel, said “We are extremely happy to welcome Jo McKinnon as part of our Sky Racing ACTIVE team. Jo is well known and well liked in Australia’s racing community, and is the perfect choice to introduce punters to this great new information and betting service.”

Sky Racing ACTIVE is available to viewers of the Sky Racing channel on the Foxtel and Optus TV platforms. Viewers can launch Sky Racing 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 to place all types of bets (including exotics).

There is no charge for using Sky Racing 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, including the following comments from users:

"I am really impressed with the "sky active" option. It is extremely informative and accurate, my success rate has increased substantially since the new service was introduced. All the best to all the team, keep up the great effort."

"Great innovation. I used Sky Racing Active all day yesterday, and found it very easy to navigate, and with a large screen I had no problems with the fonts etc.... Good work. Congratulations to all the software purchasers, designers and data in-putters etc."

"It is the perfect tool for not only the serious punter but also the punting enthusiast like myself who enjoys the sport and punting as one would a hobby."

During this year's Spring Racing Carnival, punters in both NSW and Victoria can win a \$15,000 trip for two to the Dubai World Cup, or an LG high definition TV, simply by using Sky Racing ACTIVE. Full details on the service and the Dubai World Cup promotion are available at:

www.skyracingactive.com.au

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 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.

