

ASX RELEASE

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TV Sports Betting Deal with Sportingbet

Two Way Limited is pleased to announce that it has signed a deal with Sportingbet Australia Pty Limited to deploy a TV sports betting service.

The service will be rolled out on the new generation of TV sets and Blu-ray players with built in connections to the internet. All of the major TV manufacturers are currently selling these TV sets in Australia, and around the world.

In 2009, Australians bought 2.7 million TV sets. It is estimated that by the end of 2010, around 35% of all TV sets shipped will have internet connections, and that this figure will grow to 70% by 2014.

The built-in internet connection can be used to provide downloads of movies, TV shows, games, and other interactive applications directly to the TV set. In the UK, a sports betting service has already been deployed via this platform. The service was built by Two Way's sister company, Two Way Media (UK).

The service to be deployed by Two Way in Australia will be capable of taking bets, via the TV remote control, on all sports events broadcast by free-to-air TV, pay TV, or any form of IPTV.

The deal between Two Way and Sportingbet runs for a minimum of five years. Under the deal, Two Way will receive a licence fee for its technology, and an ongoing share of all revenue generated by Sportingbet via this platform.

Two Way is also appointed as Sportingbet's exclusive provider of all betting services via any TV platform for the term of the deal.

Two Way's Chief Executive Officer and Managing Director, Mr Ben Reichel, said "We are thrilled to announce Australia's first TV sports betting service. Sportingbet is an innovative and highly successful corporate bookmaker, with a great track record of customer service, and an understanding of the potential of technology."

"Our TV wagering service on racing events has proven to be highly popular with punters. We are looking forward to applying our expertise in TV-based wagering to sports betting."

Sportingbet Australia's Chief Executive Officer, Mr Michael Sullivan, said "Sportingbet gives customers more choices, with the widest range of betting options on racing and sporting events. We are pleased to be adding TV betting to our market-leading internet, mobile and telephone services in Australia."



Mr Reichel said “We will now seek to negotiate deals with all TV manufacturers, in order to offer this service to Australian sports fans.”

About Sportingbet

Sportingbet Australia, part of the Sportingbet Group, is Australia’s biggest bookmaker, and has been operating in Australia since 2002 with an annual turnover in excess of A\$1.5 billion per year.

The Sportingbet Group is one of the world’s most well-known online bookmaking and gaming operators. Founded in 1998 Sportingbet has been listed on the London Stock Exchange since 2001. In May 2010, Sportingbet plc moved from AIM to the Main Market of the London Stock Exchange.

With over two million customers in 30 markets across Europe, Australia, Canada, South America and South Africa, Sportingbet now offers more than 8,000 different betting opportunities every single day.

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 award-winning interactive TV wagering service with Tabcorp Holdings Limited (ASX:TAH) and FOXTEL, which has now been extended to include Racing and Wagering Western Australia (RWWA) and UNiTAB Limited (ASX:TTS). Two Way has 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 portal offers an extensive range of information resources to help punters bet better. These services are available via online and mobile platforms at www.way2bet.com.au and way2bet.mobi.

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

To learn more about Two Way visit www.twowaytv.com.au

