

ASX RELEASE

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TV Sports Betting Deal with Betfair

Two Way Limited is pleased to announce that it has signed a binding agreement with Betfair 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.

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.

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

Two Way is also appointed as Betfair's exclusive provider of all sports 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 "TV sports betting is an exciting new initiative in the Australian marketplace. Our TV wagering service on racing events is popular with punters, and also offers high standards of integrity and commitment to responsible wagering."

"Betfair has repeatedly demonstrated its commitment to innovation, and its understanding of the opportunities offered by new media and technology. We look forward to working with them."

About Betfair

- Betfair Australia is a 50-50 joint venture between Crown Limited (ASX Listed) and Betfair Group plc (listed on the London Stock Exchange).
- Betfair began its Australian operations on February 7 2006 after it was issued a license by the Tasmanian Gaming Commission (TGC) in January 2006. It was the first and remains the only licensed betting exchange in Australia.



- Betfair employs 160 staff around Australia, 120 of which are in Hobart.
- Betfair is the largest online betting exchange in the world. The company pioneered the concept of the betting exchange and has over three million customers world-wide, 160,000 of which are from Australia.
- Since being licensed, Betfair has contributed more than \$50 million in product fees, licensing and taxes to racing bodies around Australia, including \$36m to its home state of Tasmania.
- Betfair has lead the industry in integrity management, entering into information sharing agreements with all of Australia's leading sports administrations including the AFL, NRL, ARU, FFA and CA.

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, Betfair, FOXTEL, Austar, Optus TV and Sky New Zealand.

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

