

ASX RELEASE

5 October 2011

National Marketing Campaign for TV Wagering Service

Two Way Limited, the creator and operator of Australia's only TV wagering service, has launched a major marketing campaign to promote the service on a national basis.

The campaign has been timed to coincide with the Spring Racing Carnival, which is the critical time of the year for all wagering operators. The campaign kicked off on Saturday 1 October and will run until the end of November.

The \$350,000 campaign has been jointly funded by Two Way and its partners at Tabcorp Holdings Limited, TattsBet Limited, Racing and Wagering Western Australia, and Foxtel. It consists of the following elements:

- TV commercials running on the three Sky Racing channels, multiple Fox Sports channels, and a range of other appropriate channels on the Foxtel platform.
- Sponsorship of the Fox Sports News Active service, accessible via red button from all Fox Sports channels.
- Press advertising in major newspapers in Sydney, Melbourne, Brisbane, Adelaide and across Western Australia. A sample of one of the press ads is attached to this release.
- Radio advertising on TAB-owned radio stations in all five mainland States.
- Email promotions to TAB account holders in all States. The first of these was sent to more than 200,000 Tabcorp account holders last week.
- Online banners on relevant sites, including Way2Bet.com.au, Tabactive.com.au, and Sky Racing.com.au.

Chief Executive Officer and Managing Director, Mr Ben Reichel, said "This is the first opportunity that we have had to tell punters across Australia that TV wagering is now available to them. Our TV wagering service, known as TAB Active, has only recently been launched in Queensland, South Australia and Western Australia in the past few months. This is a massive increase in our potential customer reach, and a big step forward for Two Way.

"Since launch, our TAB Active service has handled more than 17 million betting transactions safely and securely, with more than \$150 million bet through the service. We are very pleased to be working with all three of Australia's largest TAB operators, as well as our partners at Foxtel, to bring the convenience of our advanced technology to punters."

The marketing campaign has been launched following the recent investment of funds from Two Way's new cornerstone investor, Mr Gerald Tan and associates of Malaysia.



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

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



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TAB ACTIVE TV betting is the latest, fastest, easiest and most convenient way to bet with the TAB. Using your FOXTEL remote you can place bets on the horses, dogs or trots any day or night of the week. You can also view the latest odds, form guides and results. All you need is a TAB account and your FOXTEL set-top box connected to your phone line. Then simply press the **RED button** on your FOXTEL remote control when you're watching Sky Racing. It's that easy! Check it out today – exclusive to Sky Racing.



tab active
TV BETTING