



MEDIA RELEASE
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Kiwi racing expands to Singapore market

Horse racing in New Zealand is stepping further onto the global stage with the announcement that a number of Group 1 thoroughbred races are to be broadcast in Singapore including the Karaka Million from Ellerslie this Sunday.

Andrew Brown, NZ Racing Board CEO, says:

"This is an exciting development and one that will strengthen New Zealand's reputation for high quality racing. Last season the Karaka Million was broadcast into Singapore and this season we're extending further into international markets to boost betting on New Zealand racing and attract more international dollars to the New Zealand racing industry."

To be carried by Sky Racing Australia, a total of six Group 1 races will be broadcast in Singapore over the summer including some of New Zealand's most prestigious races such as the Telecom NZ Derby and the SkyCity NZ Stakes. The agreement with the Singapore Turf Club and TabCorp to carry these races is conditional on final race times being confirmed.

Mr Brown also said that showcasing some of the finest racing New Zealand has to offer should see some positive spin-off benefits for New Zealand's breeding industry.

"During 2009/10, \$167 million was generated in export revenue for New Zealand with auction sales alone boosting the economy by more than \$57 million. Singapore is an increasingly important and growing market for the industry – 37% of all winners in Singapore this season were from New Zealand while Singapore buyers spent \$4.5 million on 46 horses at last year's yearling sales alone," he says.

Petrea Vela, Managing Director Sales and Marketing at NZ Bloodstock, welcomed the news:

"It's hugely positive to see more New Zealand races get exported into a market as important to us as Singapore. The more familiar Singapore owners and trainers are with our horses, the greater the interest and benefits that can flow - both in terms of investment in our horses as I'm sure in wagering.

"The participation by Singapore buyers at our sales is increasing year upon year and our horses are very well regarded in the region. We opened an office there last year, which reflects what an important market it is for us, and having produced a fortnightly tv show into Singapore over the past year we know that the Singapore owners and trainers have enjoyed learning more about New Zealand racing and breeding. Getting more New Zealand racing product shown up there is another positive step towards fostering relations between our industries."

Tabcorp General Manager - International, Brett Gorman, says:

"It's great to see New Zealand racing recognised in Asia. It's a tough market to crack.



"The long-term deal struck by Tabcorp and Singapore Turf Club is now paying off for our partners as well. When the deal was signed in 2009, one of the mandates was the introduction of NZ racing - now that is a reality. While it's a modest start, our experience is that Singapore punters quickly develop an appetite for new, quality racing, so I'm confident that the export programme will quickly grow."

As with betting on all racing through the TAB, profits from betting on these races will be invested back into the New Zealand racing industry. In the 2009/10 year racing received \$125 million in funding from the NZ Racing Board, and the industry generated \$1.6 billion in activity for the New Zealand economy.

The full schedule of races to be broadcast in Singapore, pending final race time confirmation, is:

- The Karaka Million , Ellerslie 30 January 2011.
- The Otaki WFA, Otaki, 26 February 2011.
- The Telecom NZ Derby, Ellerslie, 5 March 2011.
- The SkyCity NZ Stakes , Ellerslie, 12 March 2011.
- The Diamond Stakes, Ellerslie, 12 March 2011.

Ends

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