



**MEDIA RELEASE**  
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## **Racing form to get a revamp**

Punters are set to benefit from better information and enhanced format when new racing form lift-outs are distributed in major newspapers from 6 January 2011.

The new lift-outs will see racing information presented in a much simpler format and larger font type making it much easier for people to understand. In addition, jockey profiles at selected race meetings along with a guide price to the expected odds will be included. With a reach of more than 500,000, the new form lift-outs mark a major improvement to how racing form information is presented to the general racing public.

Andrew Brown, NZ Racing Board CEO, says:

*"This is good news for punters who like racing form that's informative and presented in a high quality format.*

*"We have a programme in place for improving how racing form information is published across all our channels. In this instance, we've put a focus on improving the usability of how information is presented so that even those punters who aren't seasoned veterans have greater confidence in understanding this information."*

Significant improvements to *Turf Digest / Best Bets* in recent months have meant that more content than ever before is being published. In particular, Australian and international racing form has been progressively introduced - most notably the introduction of Saturday NSW racing form earlier this month. The recent development of a dedicated *Turf Digest / Best Bets* website ([turf-digest.co.nz](http://turf-digest.co.nz)) also allows punters to access form from all overseas races.

Mr Brown says:

*"We're exploring a range of further enhancements to *Turf Digest / Best Bets* both online and in print. From February 3 next year for example, punters will be able to enjoy form information on Saturday races from Victoria in print.*

*"We're committed to delivering the very best in race form information and punters can be confident that further enhancements are in the pipeline. I look forward to announcing these in due course."*

The NZ Racing Board is currently considering a range of enhancements to *Turf Digest / Best Bets* including jockeys and drivers' names, improved statistics, more race starts, and information on gear changes.

For [turf-digest.co.nz](http://turf-digest.co.nz), potential enhancements include full colour visuals of silks, track work and trial information, enhanced meeting/race previews and editorial content.

Ends



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