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MEDIA RELEASE

NZ Racing Board purchases Turf Digest | BEST BETS from Fairfax Media

The NZ Racing Board announced today that it has purchased the form guide publication Turf Digest | BEST BETS from Fairfax Media. The purchase will ensure TAB customers continue to have a twice-weekly form guide publication, in a format they like, from which to source their racing information.

“Getting TAB customers the information they need is vital to our business performance,” says NZ Racing Board CEO Andrew Brown. “Our customers must be able to use our services easily for the TAB to be profitable,” he says.

Turf Digest | BEST BETS complements the NZ Racing Board’s existing media stable which includes television channels TAB TV and Trackside, and Radio Trackside broadcast on the LiveSPORT network. Race form is also supplied by the TAB on its website, www.tab.co.nz and in several daily newspapers. All of the NZ Racing Board’s media assets drive wagering turnover through the TAB.

“The NZ Racing Board is required by statute to maximise the proceeds of wagering for the benefit of the racing industry. Everything we do with the TAB is about generating profit that we can distribute to the three racing Codes,” says Mr Brown.

“We believe it is right to invest in Turf Digest | BEST BETS because the better we serve TAB customers the more money we make to distribute to racing. It’s a very simple equation,” he says.

Fairfax Media NZ CEO Allen Williams says that while Turf Digest | BEST BETS is a well-respected publication, it does not fit into a key area of strategic focus for the business.

“We’re pleased to have made this sale to the NZ Racing Board, which will continue to publish the title with readers’ best interests at heart.”

In the short term there will be no changes to the publication. In the medium term the NZ Racing Board will consider whether enhancements can be made to make Turf Digest | BEST BETS even more appealing to TAB customers.

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