



MEDIA RELEASE

July 11, 2011

TAB and SKY to close SKYbet service

The growth and functionality of new products has led the TAB and SKY to close the SKYbet service from Monday, August 15.

The range of sporting and betting options offered by the TAB has increased significantly in recent years but the SKYbet service has been unable to keep pace with that growth.

With tab.co.nz and TAB mobile providing punters with fast, easy-to-use and accessible services, the TAB and SKY agreed that SKYbet would no longer be offered.

“SKYbet has served TAB and SKY customers well over the years, allowing them to place bets through dedicated SKY channels,” said TAB General Manager Sales and Marketing David Craig.

“But it became clear to us that SKYbet simply couldn’t keep up with the constant developments and improvements we’re making to the services we deliver to customers.”

Mr Craig said only a relatively small number of TAB customers would be affected by the closure of SKYbet.

“We’re working to ensure those customers who have enjoyed using the SKYbet service are able to make the transition to other TAB account channels easily.

“Once those customers make the switch to a different account channel we’re certain they’ll enjoy the increased options and improved functionality.”

More information can be found online at www.tab.co.nz/skybet, by phone on 0800 102 106 or by emailing helpdesk@tab.co.nz.

ENDS

For further information please contact:

John Mitchell
Communications

NEW ZEALAND RACING BOARD

106-110 Jackson Street, Petone 5012, PO Box 38899, Wellington Mail Centre 5045, New Zealand

mobile +64 (0)27 294 0736

direct +64 (0)4 576 6901

email john.mitchell@nzracingboard.co.nz

web www.nzracingboard.co.nz · www.tab.co.nz · www.trackside.co.nz · www.theraces.co.nz