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NEWS DIGITAL MEDIA RACES INTO THE CARNIVAL SEASON

Launches SuperRacing

News Digital Media today announced the launch of *SuperRacing.com.au*, a site section dedicated to providing the latest news, tips and information on racing events across Australia.

The site will feature:

- comprehensive in-depth live racing information including upcoming races and results
- race tips from Australia's leading experts
- the most up-to-date information on horses, jockeys and trainers
- editorial stories and opinion pieces
- SuperStable – a free fantasy competition where players can win \$10,000. Well-known racing identity Lee Freedman will provide tips and strategies to assist members with their stable

Unique to *SuperRacing* is My Race Picks, an online reference book of a person's tips made after researching potential horses on the site. The information in the book can then be printed, emailed or sent via SMS and brought to the race track.

Content for the site will be supplied by Racing Information Services of Australia (RISA), the premier supplier of racing information in Australia, as well as high-profile News Limited racing journalists.

For state specific information, *SuperRacing* can also be found on each of the News Digital Media mastheads at:

- www.superracing.com.au/heraldsun
- www.superracing.com.au/dailytelegraph
- www.superracing.com.au/adelaidenow
- www.superracing.com.au/couriermail
- www.superracing.com.au/perthnow

Michael Robinson, News Digital Media's chief executive officer – media said that *SuperRacing* assists punters like nothing before.

"*SuperRacing* is undoubtedly Australia's most comprehensive guide to racing. *SuperRacing* is a one-stop-shop, bringing together tools and information that users previously had to visit two or three sites to obtain. The site also creates the ultimate pathway into state betting agency partners.

"Catering to both serious and social punters, the site reinforces our commitment to providing Australians with the most comprehensive and up-to-date sports information."

Journalists contributing to the site include The Daily Telegraph's Ken Calendar and Tony Thomas, Herald Sun's Leo Schlink and The Courier Mail's Bart Sinclair.

The site is sponsored by TAB in New South Wales, Betstar in Victoria, UNiTAB in Queensland and South Australia and SportingBet in Western Australia.

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About News Digital Media

News Digital Media is one of Australia's largest and most innovative digital media publishers. We are Australia's first choice when it comes to online news, sport and weather. We are the place people go to for things that interest and matter to them.

News Digital Media is made up of 23 digital properties, purpose built to deliver 360 degree coverage of the lifestyle, needs and interests of our audience of Aspiring Australians – the people who work hard and actively spend to have the best possible lifestyles for themselves and their families.

Through news and entertainment at NEWS.com.au and the masthead sites of News Limited's newspapers; search at truelocal.com.au, CareerOne.com.au or carsguide.com.au; access to the latest entertainment and music information at moshtix; corporate training at Learning Seat; or indulging a personal interest at vogue.com.au, notebookmagazine.com or overlander.com.au - News Digital Media has become part of life for Aspiring Australians.
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