



For immediate release

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GoingStick success in US

While racing in the UK remains in the grip of the big freeze, a British innovation is making its mark across the Atlantic where the TurfTrax GoingStick is being evaluated at five tracks that operate under the authority of the California Horseracing Board (CHRB).

In spring 2010 when the CHRB, whose tracks include Breeder's Cup venue Santa Anita, began a project to develop track safety standards across all its race tracks, they looked to Britain for a turf course solution and began trialling the GoingStick.

TurfTrax Managing Director, Mike Maher, has just returned from a trip to California where he has been walking the tracks and conducting training and best practice sessions at Santa Anita, Hollywood Park and Del Mar in San Diego. He was joined by the US track expert and scientist Professor Mick Peterson from the University of Maine who has consulted on the project.

Aside from CHRB courses, the New York Racing Association and Calder Racecourse in Miami have recently purchased the unique TurfTrax device and with the help of Prof. Peterson's scientific analysis and input it seems that many more US tracks will be following suit in the near future.

TurfTrax Managing Director, Mike Maher, said, "The CHRB recognised a need to gather consistent and reliable information from all its tracks primarily in the interests of safety and horse welfare and Professor Peterson has been a big supporter of the GoingStick for some time.

"It's great to see a product that's been developed in conjunction with the British racing industry being adopted by yet another international racing authority. Trainers in Britain and Ireland sending their horses to the Breeders' Cup at Santa Anita later this year can expect to be quoted a GoingStick reading for the first time ever."

Worldwide interest in the GoingStick which was designed in collaboration with Cranfield University, continues to develop and, in addition to all UK turf courses, the device is now being used by racing authorities in Australia, Dubai, France, Hong Kong, Norway, Singapore and Sweden.

Other innovations pioneered by TurfTrax include the TurfTrax Tracking System which utilises bespoke technology to deliver real time speed and positioning information and has been used successfully in more than 5,000 races involving approximately 60,000 horses in the UK, most recently on behalf of the British Champions Series on QIPCO Champions Day at Ascot.

Further information: **Mike Maher, TurfTrax +44 (0)7866 383952**
 Philip Brannan, Sportsguide + 44 (0) 1344 774322