

**TURFTRAX GOINGSTICK READINGS TO BE ISSUED FOR 2010
EMIRATES MELBOURNE CUP**

The Victoria Racing Club (VRC) will be publishing TurfTrax GoingStick readings in the run up to and during the 2010 Melbourne Cup Carnival following a recent agreement enabling this unique technology to be used for the first time at Australia's premier racing event.

Use of the GoingStick, which is sponsored by Emirates Airline, will see Mike Maher, Managing Director of TurfTrax working alongside Mick Goodie, Flemington Racecourse Manager at Flemington for the duration of the Carnival. GoingStick readings will be issued from Wednesday 27 October through to Emirates Stakes Day on Saturday 6 November.

The 150th running of the Emirates Melbourne Cup in 2010, offering record prizemoney of A\$6.175 million (3.85 million GBP), has sparked increased interest from owners and trainers abroad, especially from the UK.

Goodie said 'We want to ensure that UK trainers are fully informed about the conditions of the Flemington racing surface. What better way to do that than to combine our track ratings with the scientific reading referred to in the UK. The VRC has been aware of TurfTrax technologies for some time and we are delighted to issue GoingStick data during the Melbourne Cup Carnival.'

Maher commented 'We are thrilled that the VRC has asked us to provide this service at one of the world's most prestigious racing events. Not only will the average reading help the UK connections to establish what ground their horses will be performing on, I'm confident that the detailed data will assist the VRC with its decisions on track maintenance as the Carnival progresses.'

The 2010 Melbourne Cup Carnival takes place at Flemington Racecourse featuring four days of world class racing: AAMI Victoria Derby Day (Saturday 30 October), Emirates Melbourne Cup Day (Tuesday 2 November), Crown Oaks Day (Thursday 4 November) and Emirates Stakes Day (Saturday 6 November).

For further information about Flemington and the Melbourne Cup Carnival please contact:

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Under the British Horseracing Authority Rules of Racing, the TurfTrax GoingStick is used by every turf racecourse in the UK as well as a number of other high profile customers around the globe including; Hong Kong Jockey Club, Dubai Racing Club, Singapore Turf Club, New York Racing Association and Sydney Turf Club.

For further information about TurfTrax and the GoingStick please contact:

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