



For immediate release

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### **TurfTrax appoints new Executive Chairman**

TurfTrax, the provider of technology and data to the worldwide horseracing industry, is delighted to announce the appointment of Steve Bird as Executive Chairman. He succeeds the company's co-founder, Adam Mills, who remains on the Board as a non-executive director.

Bird, 54, brings with him a wide range of experience in a number of industries and has held numerous senior executive roles and chairmanships in substantial companies. He also founded a highly successful accounting and data handling business which he sold to one of the world's largest insurance brokers.

His focus latterly has been on the development and growth of young businesses which is reflected in his brief to further develop TurfTrax's overall scale of operations with particular emphasis on the opportunities for the commercial development of its data output.

The position will provide Bird, who is a regular racegoer, with an opportunity to maintain a long-held interest in the sport while working to expand the domestic and international markets for TurfTrax's unique combination of products and services.

Bird said, "TurfTrax has a growing international reputation for its innovative suite of data products and robust technical platform. My software background is well suited to leading the next phase of development and growth and I am looking forward to the challenge ahead"

Adam Mills said, "We are very pleased to welcome Steve on board. We think his particular and impressive range of skills is well suited to ensuring that TurfTrax realises the huge opportunities for which its technology, know-how and industry connections make it exceptionally well placed."

**ENDS**

**Photo Caption:** Steve Bird, Executive Chairman, TurfTrax. (Please note a high-res version of this image is available upon request.)

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**About TurfTrax:**

**TurfTrax** is a global leader in the design and implementation of innovative data products for the horseracing industry. In recent years the Sectional Timing & Tracking System has been deployed at Ascot (QIPCO British Champions Day), Goodwood, Lingfield Park (All Weather Championship fixtures), Newmarket, Sandown Park, York and also at Aintree/Cheltenham where the TurfTrax data forms an integral part of the Channel 4 Horse Tracker App.

The British Horseracing Authority rules require every racecourse in Great Britain to use the TurfTrax GoingStick. The company also installs and operates Going Mapping and Weather Systems and its international customers include; France Galop, Dubai Racing Club, California Horseracing Board, Churchill Downs Inc., New York Racing Association, Hong Kong Jockey Club, Japan Racing Association, The Australian Turf Club and The Victoria Racing Club.