



For immediate release

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TurfTrax strengthens communications team

World leading technology company, TurfTrax, has strengthened its communications team with the appointment of a Press & PR Manager.

Philip Brannan whose public relations consultancy, Sportsguide, has a long association with TurfTrax will provide a first point of contact for media enquiries and assist with strategic development.

TurfTrax Chairman, Adam Mills, said, "2012 will be a landmark year for us and, in particular, for the Sectional Timing And Tracking System (STATS) which will be rolled out at 19 key fixtures.

"The number of races covered increases from seven in 2011 to more than 120 and demand for the data is certain to be high. It's important that we ensure STATS information is communicated through the appropriate channels and is accompanied where necessary by proper interpretation.

"Philip has first hand knowledge of our products and is in tune with our aspirations and I am sure his heightened level of involvement will be of great benefit."

Brannan said, "We will continue to support TurfTrax in the dissemination of media information in the UK and abroad, but will take more of a hand in identifying new applications for STATS data and researching new markets.

"Opportunities are emerging all the time as racing authorities around the world further embrace technology and international interest in TurfTrax's innovative range of products and services has never been higher. We will be looking at developing communications strategies over a wide variety of established and new media platforms over the coming months to ensure that TurfTrax and its products achieve the highest possible profile."

Further information:

Philip Brannan, Press & PR Manager: +44 (0)1344 774322 / +44 (0)7774 964119

Mike Maher, Managing Director: +44 (0)1480 408970

www.turftrax.co.uk