

MEDIA RELEASE



THOROUGHBRED RACING SA

FOR IMMEDIATE RELEASE

March 18, 2015

TRSA announces new Industry Marketing Manager

Thoroughbred Racing SA is pleased to announce the appointment of Michelle Greene to the position of Industry Marketing Manager.

Ms Greene joins TRSA after working as TattsBet's National Marketing Manager Racing, based at the company's head office in Brisbane. Prior to this role, she spent nine years working as Marketing Manager for SA TAB, which is a member of the Tatts Group.

TRSA Chief Executive Officer Jim Watters said he was delighted to secure Ms Greene for such an important role within the industry.

"Michelle has a strong strategic marketing planning and implementation background and brings a wealth of knowledge with her in terms of the South Australian racing industry and wagering," Mr Watters said.

"The fact that TattsBet promoted her to the national role when it looked to enhance its own marketing drive and branding is testimony to her ability.

"A strong marketing focus for the industry is vital and previous Marketing Manager Jane Wellington and her small team have made great progress in this area. It was important that we maintain the momentum with the right appointment into the role and I believe we have achieved that."

Ms Wellington finishes in the position next week ahead of a move overseas and Ms Greene will start her new role in mid-April.

For media inquiries:

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