

3<sup>rd</sup> January 2016

## TOPBETTA SECURES EXCLUSIVE PARTNERSHIP WITH EON SPORTS DIGITAL RADIO PLATFORM

### HIGHLIGHTS

- TopBetta secures exclusive partnership with new digital radio platform EON Sports Radio
- TopBetta's content division to provide unique sports betting and fantasy tournament shows for broadcast on EON Sports Radio

Online fantasy tournament, wagering and sports content provider, TopBetta Holdings Limited ("TopBetta" or the "Company") (ASX:TBH) is pleased to announce that it has secured an exclusive partnership with EON Sports Radio Pty Ltd ("EON Sports"), the owner and producer of the new digital sports radio platform EON Sports Radio ("EON Sports Radio"). Under the partnership, TopBetta will be the exclusive sports betting, race wagering and fantasy tournament operator promoted on EON Sports Radio and its associated website and mobile app.

EON Sports Radio broadcasts both original and licensed sports radio programs, covering major sports such as the A League, NBL, Australian AFL, NRL and Cricket, and will be the exclusive Australian audio broadcaster of the English Premier League and many other European competitions through its partnership with international sports radio station, talkSPORT.

The deal will also utilise the talent from TopBetta's 'The Punters Show' premium content providers to provide unique content to EON Sports Radio with sports betting and fantasy tournament programs each week and the first live Saturday Racing Show on digital radio. Some of Australia's best form analysts and biggest punters will host and star on the Saturday Racing Show to give a comprehensive look at the weekend's racing.

Glenn Wheatley, who was a pioneer in bringing FM radio to Australia, is the key driver of EON Sports and is very excited about the opportunities this partnership can bring. Mr Wheatley said ".....*The growth opportunities for both our fledgling companies, TopBetta and Eon Sports Radio, are enormous. We are obvious partners for each other and offer a lot in our respective businesses that are unique to Australia on a national level.*"

TopBetta's Todd Buckingham said "*This deal really embodies the TopBetta mandate which is to provide our customers with Sports and Racing content that you can't get on other platforms.*"

*We have been in discussions with Glenn and EON Sports for a while now to understand the possibilities this deal could achieve for both parties and to say we are excited would be an understatement.*

*I am personally looking forward to the launch of our Saturday morning racing show on EON Sports Radio on 9th January 2016 to coincide with our big \$50k Magic Millions tournament. The "Punters Show" format has not been done this way before and it will great for our listeners to actually hear from professional punters on how they will be handling the day's racing and the opportunity to interact live with the panel members through talk back and social media."*

### **About EON Sports Radio Australia**

EON Sports Radio Australia is the new and contemporary sports radio network will be using a digital platform with highly entertaining original sport content, integrated with Australian sports stars, dedicated to their leading local codes and fans.

EON Sports Radio has secured the exclusive Australian audio broadcast rights to talkSport Radio content, including Barclays Premier League and original content, solely for the purpose of carrying on the business of a national Australian sports digital radio, streaming and mobile network.

[www.eonsports.com.au](http://www.eonsports.com.au)

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