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MEDIA RELEASE

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IMG MEDIA TO POSITION V8 SUPERCARS IN WORLD TELEVISION SPOTLIGHT

V8 Supercars Australia has appointed international television rights agent IMG Media (London) to position the sport as a world leader and increase its global presence in line with its continued growth.

IMG Media becomes the global sales agent for the V8 Supercar Championship Series, bringing its credentials to the table in marketing the television rights to an increasing worldwide audience.

V8 Supercars Australia Executive Chairman Tony Cochrane said by bringing in IMG Media that it gave the sport a chance to consolidate and build its international presence which is so vital to teams, sponsors and stakeholders.

"I believe we have reached the maturity as a sport and business to make this very important step," Mr Cochrane said.

"We are at a point in time where it is important for us to build our international presence further and reinforce the significance of our great category within world motorsport.

"V8 Supercars is a market leader. This is part of us maintaining our continued growth within the sport and as a business. IMG Media has a proven record in this area by providing the same services to some of the world's largest sporting clients and events."

The announcement coincides with the addition of a third international event at Abu Dhabi's Yas Marina Circuit to join the Bahrain International Circuit and Hamilton 400 in New Zealand on the annual V8 Supercar calendar.

"Every day more and more people are coming to our sport," Mr Cochrane said.

"The potential of consolidating our international television and expanding our audience reach has huge ramifications on the long-term growth of V8 Supercars. That's healthy for everyone."

Michel Masquelier, Executive Vice President, IMG Media said: "We are delighted to be representing V8 Supercars Australia. IMG Sports Media are ideally placed to unlock the considerable potential this exciting racing series has worldwide."

The three-year deal, beginning in 2010, will cover all forms of TV rights, including Inflight, in all territories worldwide excluding Australia, New Zealand, the Middle East and India. Both domestic and world feed content will be available as well as a 52 minute highlight programme available on the Tuesday after each race.

About IMG Sports Media

IMG Sports Media is the world's largest independent distributor of sports programming, distributing over 18,000 hours of content to major global broadcasters annually. This content originates from more than 200 clients and events including Wimbledon, The Australian Open, The ATP Masters Series, The R&A, governing body and organiser of The Open Championship, International Rugby Board (IRB), Moto GP, National Football League (NFL) and International Volleyball Federation (FIVB). IMG Sports Media operates from over 30 offices worldwide and has daily exchanges with over 4,000 key

media contacts. IMG Sports Media distributes across all forms of media including TV, Audio, Fixed Media, Inflight and Closed Circuit, Broadband and Mobile. IMG Sports Media also maintains the world's largest sports archive with more than 250,000 hours of footage.

IMG Sports Media has two leading joint venture partnerships with Sports News Television (SNTV), the world's largest sports news agency and European Tour Productions, a joint venture between IMG and the European Tour.

About the V8 Supercar Championship Series

The V8 Supercar Championship Series is one of the worlds' largest and best known touring car categories, recognised internationally as a leader in motorsport and entertainment. The Championship consists of 14 Championship events across Australia, New Zealand and Bahrain in the Middle East in 2009, as well as racing at the Formula 1 Australian Grand Prix. In 2008 more than 1.65 million people attended a V8 Supercar event and 19 million Australians watched on the Seven Network. Event attendances ranged from 50,000 people in Darwin to around 300,000 in Adelaide and on the Gold Coast. V8 Supercars is considered to be the equal of the National Rugby League (NRL) and rugby union in terms of general popularity in Australia.

Major sponsors include BigPond and XXXX Gold. In 2009 it introduces key races in Townsville and on the streets of the Sydney Olympic Park at the Sydney Telstra 500. Also in 2009 all V8 Supercars will run on 85 per cent CSR Ethanol, a renewable fuel made from the bi-product of the sugar refining process.

V8 Supercars Australia and its related entities are committed to the responsible serving and consumption of alcohol.

More information can be found at v8supercars.com.au or v8supercarevents.com.au