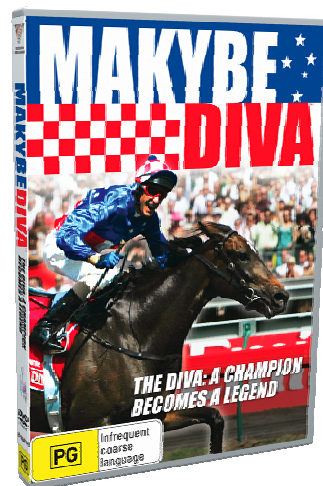




Makybe Diva TAB Promotion





TAB Promotion

- To celebrate the DVD release of Makybe Diva we are running an in-store promotion from 30th October to 25th November 2006
- Promotion will run across 400 TAB agencies in VIC, NSW and ACT
- TAB punters have the chance to win a trip to The Melbourne Cup 2007, including flights and accommodation
- Excellent opportunity to communicate the DVD release to consumers during the Melbourne Cup 2006 period
- TAB have produced point of sale including A3 portrait posters; A1 landscape posters; entry forms and TV shelf strips
- Data collection opportunity for both TAB and Roadshow Entertainment
- Based on consumer traffic between 30th Oct – 25th Nov, promotion valued at over \$400,000



TAB Retail

- In addition to running an in-store promotion, TAB have taken 8,000 DVD units of Makybe Diva for retail
- TAB punters will be able to purchase Makybe Diva DVD at counters
- Roadshow Entertainment have produced exclusive TAB counter stand units
- The Melbourne Cup 2006 will be a great sales-driver for this DVD
- The success of this campaign could result in an on-going relationship with TAB on other sport-related product

A1 Landscape Poster

TO CELEBRATE THE DVD RELEASE OF MAKYBE DIVA, TAB ARE OFFERING YOU THE CHANCE TO

WIN THE ULTIMATE MELBOURNE CUP EXPERIENCE

2007

PRIZE INCLUDES
A double pass to next year's Melbourne Cup where you and your guest will enjoy:

- Exclusive entry into the Makye Diva Marquee
- Three-course luncheon and beverages
- 2-nights accommodation at The Rendezvous Hotel, Melbourne, in the heart of the CBD

Plus you will receive a copy of the Makye Diva DVD!

TO ENTER
Simply place a Fiskal First 4 of \$10 or more between October 30th-November 25th, 2006, complete an entry form and place it in the draw to be in the running.

DVD ON SALE NOW
ENQUIRE AT COUNTER



MAKYBE DIVA
THE DIVA: A CHAMPION BECOMES A LEGEND

PG PARENTS STRONGLY CAUTIONED

BY SUBMITTING A PRIZEFORM FOR YOUR FIRST 4 LINE BETTING, YOU AGREE TO PARTICIPATE IN THE DRAW AND TO ACCEPT THE RULES AND REGULATIONS OF THE DRAW. ALL PRIZES ARE SUBJECT TO THE DRAWING OF THE PRIZES. PRIZES WILL BE AWARDED TO THE WINNERS OF THE DRAW. PRIZES WILL BE AWARDED TO THE WINNERS OF THE DRAW. PRIZES WILL BE AWARDED TO THE WINNERS OF THE DRAW.

A3 Portrait Poster

TO CELEBRATE THE DVD RELEASE OF MAKYBE DIVA, TAB ARE OFFERING YOU THE CHANCE TO

WIN THE ULTIMATE MELBOURNE CUP EXPERIENCE

PRIZE INCLUDES
A double pass to next year's Melbourne Cup where you and your guest will enjoy:

- Exclusive entry into the Makybe Diva Marquee
- Three-course luncheon and beverages
- 2 nights accommodation at The Residences Hotel, Melbourne, in the heart of the CBD

Plus you will receive a copy of the Makybe Diva DVD!

TO ENTER
Simply place a Flexi First 4 of \$12 or more between October 30th November 25th, 2006, complete an entry form and place it in the draw to be in the running.

DVD ON SALE NOW
CHANGING AT CHELTER



MAKYBE DIVA
THE DIVA: A CHAMPION BECOMES A LEGEND
PG
Infrequent coarse language

TO ENTER THIS DRAW YOU MUST PLACE A FLEXI FIRST 4 OF \$12 OR MORE BETWEEN OCTOBER 30TH AND NOVEMBER 25TH, 2006. COMPLETE AN ENTRY FORM AND PLACE IT IN THE DRAW TO BE IN THE RUNNING. PRIZES ARE SUBJECT TO VERIFICATION. DRAWING ON NOVEMBER 26TH, 2006. DRAWING AT CHELTER. CHANGING AT CHELTER.

Entry Form

TO CELEBRATE THE DVD RELEASE OF MAKYBE DIVA, TAB ARE OFFERING YOU THE CHANCE TO

WIN THE ULTIMATE 2007 MELBOURNE CUP EXPERIENCE

PRIZE INCLUDES
A double pass to next year's Melbourne Cup where you and your guest will enjoy:

- Exclusive entry into the Makye Diva Marquee
- Three-course luncheon and beverages
- 2-nights accommodation at The Rendezvous Hotel, Melbourne, in the heart of the CBD

Plus you will receive a copy of the Makye Diva DVD!

TO ENTER
Simply place a Flexi First 4 of \$10 or more between October 30th-November 25th, 2006, complete an entry form and place it in the draw to be in the running.

DVD ON SALE NOW
ENQUIRE AT COUNTER

Name: _____

Street Address: _____

Suburb: _____ Postcode: _____

Daytime Phone: _____ Mobile Phone: _____

Email Address: _____

☐ Tick this box if you would like to receive news about future TAB promotions.

☐ Tick this box if you would like to receive news about future Roadshow Entertainment promotions.







IS AVAILABLE A PROXY FOR YOUR CALL & LINE DURING CONTESTS BETWEEN 1000 & 1030 ON FRIDAY 11 NOV 2006
AND 1000 & 1030 ON SATURDAY 11 NOV 2006. FOR FULL TERMS AND CONDITIONS PLEASE VISIT OUR WEBSITE.

TV Shelf Strip



**THE DIVA: A CHAMPION
BECOMES A LEGEND**

**DVD AVAILABLE NOW!
PURCHASE YOUR COPY AT COUNTER**



Counter Stand Units

