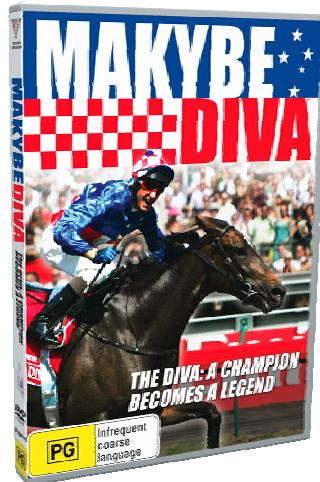




# Makybe Diva TAB Promotion



# TAB Promotion



- To celebrate the DVD release of Makybe Diva we are running an in-store promotion from 30<sup>th</sup> October to 25<sup>th</sup> 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 30<sup>th</sup> Oct – 25<sup>th</sup> 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



# A3 Portrait Poster

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

# WIN THE ULTIMATE MELBOURNE CUP EXPERIENCE

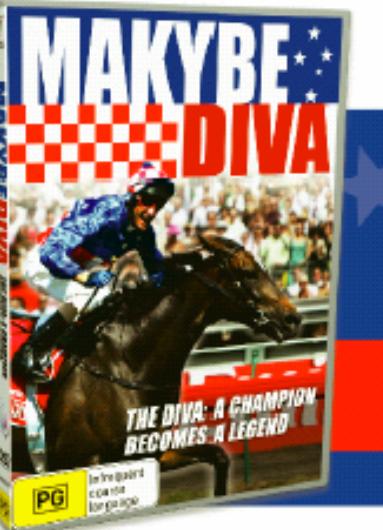
**PRIZE INCLUDES**  
A double pass to next year's Melbourne Cup where you and your guest will enjoy:

- Exclusive entry into the Makybe Diva Marquee
- Three-course lunches and beverages
- 2-night accommodation at The Rendezvous 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 \$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**  
ENDS 14 DECEMBER

MAKYBE DIVA  
THE DIVA: A CHAMPION BECOMES A LEGEND  
PG



# 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 Makybe 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 Makybe Diva DVD!



**TO ENTER**  
Simply place a Flexi First 4 of \$10 or more between October 30th-November 26th, 2006, complete an entry form and place it in the draw to be in the running.

**DVD ON SALE NOW**  
ENCORE 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



RENDEZVOUS  
www.makybemovie.com

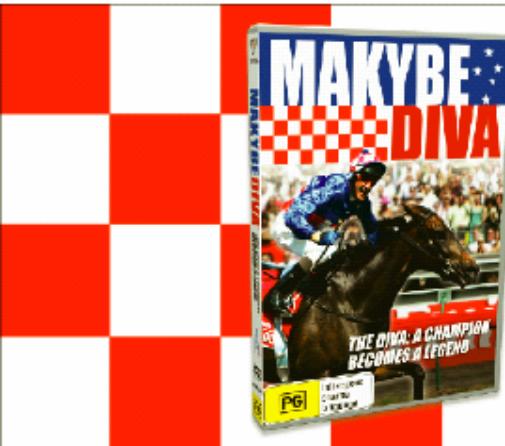
MELBOURNE CUP  
ENTERTAINMENT

ROADSHOW  
ENTERTAINMENT

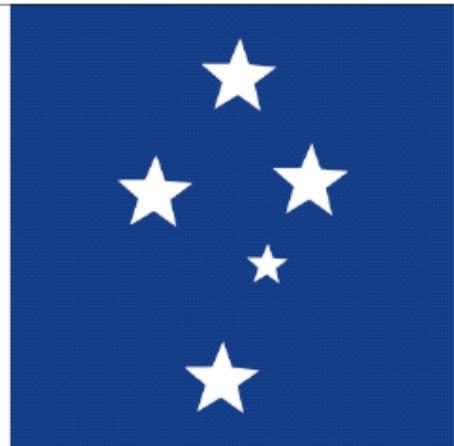


TO GAMBLE FOR MONEY CALL 61 800 360 1111 OR 1800 200 1111 FOR GAMBLER'S HELPLINE OR 1800 131 788  
ANONYMOUS HELP FOR GAMBLING PROBLEMS. FOR FULL TERMS AND CONDITIONS PLEASE ASK AT OFFICES.

# TV Shelf Strip



**THE DIVA: A CHAMPION  
BECOMES A LEGEND**  
**DVD AVAILABLE NOW!**  
**PURCHASE YOUR COPY AT COUNTER**



ROADSHOW  
ENTERTAINMENT

# Counter Stand Units

