

## **JOCKEY CLUB OF TURKEY and TRAKUS Enter Agreement to Launch Horse Tracking System at Veliefendi Racecourse in Istanbul**

*For Immediate Release*

**November 15, 2008** TKS, Inc. (Trakus) announced today that it has entered a commercial relationship with the Jockey Club of Turkey (TJK), which will license and operate the Trakus real-time tracking system for use with horse racing in Turkey.

Already in place in the United States and Canada, Trakus launched in Europe earlier this year with a debut of its tracking system at Deauville La Touques racecourse in association with France Galop, the organizing body for Thoroughbred racing in France. Trakus will next be installed at Turkey's premier racecourse, Veliefendi Hippodrome in Bakırköy İstanbul. When the racetrack opens for live racing in April 2009, it will offer fans new innovative 3D graphical features, advanced analysis tools, interactive and mobile services, and automated collection of comprehensive performance and handicapping data.

By placing small radio tags on each horse and antennas around the racetrack, Trakus helps racing fans more easily follow their horses during a race. The Trakus system instantaneously tracks each horse, enabling real-time 3D rendered camera views and recording statistical information into a database.

As the sole responsible body for the horse racing and pari-mutuel wagering in Turkey, TJK organizes over 500 meetings every year at 7 racetracks. Wagering revenues exceeded \$1.5 billion (US) during the last 12 months. "The Trakus system shall be used to enhance live broadcasts on the TJK's own television channel TJK-TV as part of the plans to extend the services for the racing community and to meet the demands of today's wagering marketplace," said Tuncel Aydin, Assistant General Manager of TJK. "Following a successful launch in Istanbul, the Trakus system shall be extended to other TJK racetracks."

"We are thrilled to be working with the Jockey Club of Turkey," said Bob McCarthy, President and CEO of Trakus. "This is an exciting development for our company, and the introduction of night racing in Istanbul offers an even more compelling opportunity for adding Trakus features into the presentation."



*Trakus is a privately held company based in Massachusetts specializing in tracking systems and related technology services for sports and media. Through its Digital Sports Information® platform, it offers products and services for enhancing television, simulcast, Internet, and mobile applications. For additional information about Trakus, please refer to the company's website, <http://www.trakus.com>.*