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Tabcorp and Longitude Announce Strategic Technology Initiative

Tabcorp Holdings Limited ("Tabcorp") and Longitude LLC today announced the formation of a new strategic partnership. Under the new commercial agreement, Tabcorp intends to implement Longitude technology to deliver next generation pari-mutuel wagering to its NSW, Victorian and ACT TAB customers.

Tabcorp and Longitude will work together to embed Longitude's patented Enhanced Pari-Mutuel System™ within Tabcorp's industry-leading, customer-facing technology infrastructure. By deploying Longitude's unique software, Tabcorp will be able to enhance liquidity through the aggregation of pools, develop new bet types, and display odds on a vast range of wagers. This new arrangement is a key element of Tabcorp's strategy to enhance the pari-mutuel wagering experience for its customers. The Longitude wagering platform is exclusive to Tabcorp in Australia.

"We are very pleased to partner with Longitude, whose proven technology provides a strong foundation for us to deliver the next generation pari-mutuel wagering experience to our customers. Wagering turnover is continuing to increase, as demonstrated by the rapid growth in fixed odds. In such a diverse wagering environment, it is critical to ensure that we are offering our customers industry-leading technology in pari-mutuel wagering as well. The introduction of Longitude will drive new customer interest in this important segment of our business by providing unparalleled flexibility in bet types and wagering innovation," said Tabcorp Chief Operating Officer, Wagering and Media, Craig Nugent.

"Tabcorp is a global leader in racing and sports wagering, and we are deeply gratified they have selected Longitude as a partner in technology innovation. Together with Tabcorp, we are committed to bringing greater choice and more information to their customers throughout the betting process," said Thomas Ascher, CEO of Longitude.

The implementation of the Longitude platform is subject to racing industry and regulatory approvals and rulings. Details, including product rollout plans, will be made available in the coming months.

About Tabcorp:

Tabcorp is a top 100 company listed on the Australian Securities Exchange with an enterprise value of approximately A\$3.8bn. Tabcorp manages leading customer brands in Australia, including tab.com.au, Luxbet, Sky Racing, Sky Sports Radio, Tabcorp Gaming Solutions and Keno, serving millions of customers every year. Its wagering business is one of the largest commercial wagering businesses in the world with annual revenue exceeding A\$2bn. In 2015, Tabcorp was ranked as the global gambling industry leader in the annual Dow Jones Sustainability Index, recognition the company has received in ten of the last eleven years.

About Longitude:

Longitude LLC is the inventor and distributor of the Longitude Enhanced Pari-Mutuel System™, a pool betting technology platform that uses advanced mathematical principles and cutting-edge computing techniques to facilitate innovation. The Longitude Enhanced Pari-Mutuel System enables sports betting and race track operators to offer a wider range of bet types, a richer display of odds data, and bigger pools with more stable odds. By allowing a range of different types of wagers on an individual race or sporting event to be aggregated into merged pools, the Longitude Enhanced Pari-Mutuel System makes more efficient use of existing liquidity. Furthermore, the technology can generate additional liquidity by allowing new bet types to be launched directly into existing pools. Partners in the industry include the Hong Kong Jockey Club and Sportech.

The globally patented Longitude Enhanced Pari-Mutuel System has its roots in the financial markets, where it has been used for the pricing and settlement of markets on a range of financial and naturally occurring events, such as economic statistics, energy data, and weather.

Longitude LLC and Longitude SA are wholly-owned subsidiaries of International Securities Exchange Holdings, Inc. Longitude SA is the exclusive licensee of the intellectual property rights for the Longitude technology. Longitude LLC is the sales and marketing agent of Longitude SA. For more information, please visit www.longitude.com.

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