



For immediate release

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TurfTrax receives All-Weather Championships commission

TurfTrax, British racing's only provider of live real-time electronic timing and tracking data has been commissioned by Arena Racing Company (ARC) to install the Sectional Timing & Tracking System (STATS) at Lingfield Park as part of the enhancements for the £2 million All-weather Championships. Coverage will begin from Wednesday, 12 February and will encompass all fixtures up to and including the finals day on Friday, 18 April, a race day worth £1million in prize money alone.

Jim Allen, Director of Racing at ARC said, "Sectional timing is something we have been keen to introduce, principally at our all-weather tracks, given the consistent nature of the going in comparison to racing on turf. We have chosen TurfTrax as it is the only system in the UK that offers both sectional timing and positioning. Sectional timing is used widely in many parts of the world and the positioning element will help to enhance the customer experience."

Lingfield Park is by no means a new proposition for TurfTrax, having tested the system extensively at the Surrey venue in the early stages of development.

TurfTrax Managing Director, Mike Maher explains, "We are extremely pleased to be re-installing on one of the ARC racecourses and we look forward to enhancing the race day experience at Lingfield Park and making a valuable contribution to the At the Races output. Lingfield Park provided us with an excellent venue in the early stages of development and beyond. Between 2006 and 2008 we tracked horses in more than 3,000 races on the all-weather and the majority of those were at ARC venues."

For more information about TurfTrax visit www.turftrax.co.uk or follow @TurfTrax

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About Arena Racing Company:

Arena Racing Company (ARC) is the largest racecourse operator in the UK hosting nearly 40% of the fixture list. Fifteen racecourses make up the group including three of the four all weather tracks in the UK. Racecourses in the group include Bath, Brighton, Chepstow, Doncaster, Ffos Las, Fontwell Park, Great Yarmouth, Lingfield Park, Newcastle, Royal Windsor, Sedgefield, Southwell, Uttoxeter, Wolverhampton and Worcester.

About TurfTrax:

TurfTrax is a global leader in the design and implementation of innovative data products for the horseracing industry. In 2013 the Sectional Timing & Tracking System was deployed for major meetings at Ascot, Goodwood, Newmarket, Sandown Park and York in conjunction with QIPCO British Champions Series plus Aintree and Cheltenham. TurfTrax data is an integral part of the Channel 4 Horse Tracker App. The British Horseracing Authority rules require every racecourse in Great Britain to use the TurfTrax GoingStick. The company also installs and operates Going Mapping and Weather Systems and its international customers include; France Galop, Dubai Racing Club, California Horseracing Board, Churchill Downs Inc., New York Racing Association, Hong Kong Jockey Club, The Australian Turf Club and The Victoria Racing Club.