



## **SIS signs long term contract with Irish racecourses**

The Association of Irish Racecourses (AIR), Horse Racing Ireland (HRI) and SIS today confirmed that they have signed a new agreement to the end of 2013. This contract covers exclusive rights to include coverage of Irish racing in services to Betting Shops throughout the world and Direct to Home Channels in Ireland, the UK and other overseas' markets.

David Holdgate, Chief Executive of SIS highlighted the significance of extending this agreement stating;

“Together with the UK horseracing rights already secured by SIS and BAGS, this provides betting shops with 1,100 horserace meetings per annum. Taking into account the other overseas content and the BAGS greyhound coverage also contracted to SIS, this agreement means that the SIS service will continue to provide a wide range of betting opportunities to its customers on a daily basis.”

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