



December 21, 2006.

ME bets on Moonee Valley Racing Club for brand awareness in Victoria

In a double whammy of sponsorship announcements this week, Members Equity Bank (ME) is pleased to reveal it has become the naming rights sponsor of the Mooney Valley Racing Club (MVRC) in Victoria.

It's the second time ME has pioneered a sponsorship initiative, as a naming rights sponsor for Night Racing has never before been secured in Australia. The three-year deal incorporates the remainder of the 2006/07 season.

The deal includes race naming rights, permanent signage, naming rights to MVRC's Celebrity Room, Program Naming Rights to the Royal Children's Hospital Good Friday Eve Races, hospitality and other major branding opportunities.

Paul Kelly, National Advertising and Sponsorship Manager, said the Night Racing sponsorship provides ME with an excellent local branding opportunity in Victoria.

"The MVRC offers visitors an exciting racing experience and night meets are becoming increasingly popular. Many of these events are themed and encourage families to spend time together, sharing the festival atmosphere."

"ME is an advocate for working Australian families and the sponsorship provides ME with an opportunity to connect with these visitors. We are looking forward to being involved in the events, especially the Royal Children's Hospital Good Friday Eve Races in April 2007," he said.

Attendances at the MVRC Night Racing events continue to increase. Each meeting in 2006 has attracted crowds in excess of 5,500, up almost 8% from night events in 2005.

MVRC CEO John Cameron said the historic deal would help night racing continue to flourish in Melbourne.

"We are delighted that Members Equity Bank has decided to come on board with us. The involvement of this company is the ultimate endorsement for night racing which is becoming more and more popular each season, attracting new types of racegoers to the sport," he said.

"We look forward to Members Equity Bank Night Racing continuing to grow in success in 2007 and beyond."

ME secured a three year partnership with the South Sydney Rabbitohs this week, becoming the first membership corporate partner in the National Rugby League (NRL).

more

Media Release



**MembersEquity
Bank**
The Super Funds Bank

Members Equity Bank (ME) works in partnership with the ACTU, affiliated unions and various industry super funds to deliver a fair deal to working Australian families. ME is 100% Australian owned and is committed to providing exceptional customer service.

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