

Max switches codes for the 150th Melbourne Cup iPhone App

"150 years is pretty special and the VRC challenged us to bring out an App that would do justice to such an important, historic Carnival", says Max Walker, iconic sporting legend, author and public speaker as he reprises his role at the helm of Maxximiser to launch this year's Official Melbourne Cup Carnival iPhone application for the Victoria Racing Club (VRC).

"Besides being the Official Melbourne Cup Carnival App, I'd lay long odds it's also the best by quite a few lengths" pronounces Max.

Why? Well because according to Max it is dedicated to style and substance, just like the Melbourne Cup Carnival. It works for anyone, whether a serious racegoer and punter, those who may only go to the track a few times a year, or those who can't get to Flemington to witness the action first hand.

"It covers pretty much everything you want to know about the Melbourne Cup Carnival from the past and the present to the future", Max explains. "Besides tracking breaking news, and keeping you abreast of what's on, it has you covered from what to wear to what to back".

Features in the App include:

- **Detailed form guide including live odds and jockey silks**
 - Drill down for exceptional detail, bookmark, get live odds and link directly to TAB.mobi to place your bet
 - Check out the Greatest Cup Never Run which pits the 24 horses considered the best of the best – from Phar Lap to Makybe Diva
- **Run your own sweep**
 - Once the Cup field is announced, there is an electronic sweep generator that is perfect for any office or social gathering
- **News & Events**
 - All the latest information from the 2010 Melbourne Cup Carnival, including breaking news, fashion and more
- **Photo Submit**
 - Submit your own favourite photos to join the gallery – from celebrities to people watching the Cup in far away places!
- **Trivia & History**
 - Test your Melbourne Cup trivia knowledge against your friends, or against the clock and view Melbourne Cup history including a list of all 149 winners
- **Interactive GPS map**
 - You'll never be lost again at Flemington, nor will you have to ask anyone else where something is located

The App also features a premium package of expert tips with free entry into a promotion to win a range of prizes including tickets and accommodation to Singapore for this year's Singapore Gold Cup. Our tip is to check out the winning times of the last 10 Melbourne Cups to be entry smart! The Tips cover every day of the Cup Carnival and comprise :

- Rob Auber, expert form analyst for all races over the Melbourne Cup Carnival.
- Milton Black, Australia's leading astrologist with tips for each Carnival day for each Star sign.
- Fashion Tips from the experts at one of Australia's leading fashion magazines, Grazia.
- Celebrity tips from those who should know better!

The Official Melbourne Cup iPhone App is available at the iTunes store for \$3.99. As Max says, "Less than the cost of a cup of good coffee!"

Maxximiser

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For further information, including requests to interview Max, please contact Dean Perry on 0419 357 403 or email dean@maxximiser.com.au

The images shown below are also available as separate files for publication.

