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VICTORIAN THOROUGHBREDS PTY LTD

United Syndications

Jo McKinnon Joins United Syndications!



Jo Mc Kinnon

United Syndications are proud to advise the appointment of Jo McKinnon to the newly created position of Marketing Manager effective Jan 07. Jo will assist with the marketing of our yearlings throughout 2007 and will be highly visible at Yearling sales, functions conducted throughout the year and on race days Jo's proven marketing expertise and credibility in the industry earned over many years are qualities held dear to United Syndications and we are anticipating a long and fruitful relationship.

Jo's career began as a cadet journalist with the Herald and Weekly Times in 1992. During her time with one of the world's biggest media organizations she worked as a reporter on the Herald Sun, Weekly Times, the Sporting Globe and Sunday Herald Sun. Jo was the first female to work in the Herald Sun racing department and that's where her passion for racing was ignited.

In 1996 Jo joined Network Ten as a sport's reporter for the 5pm news and Sport's Tonight. Whilst Jo covered many sports including AFL, cricket and tennis, her main focus was on racing. She worked on Ten's Melbourne Cup and Autumn racing live broadcasts and was appointed racing editor of Network Ten's Melbourne office. During her three years with the network one of Jo's biggest achievements was when she became the first female anchor to read the 5pm News sports break.

After 2 ½ years with Network Ten Jo was offered a position as the first ever female presenter for Sky Channel in Sydney. She was part of history there working as one of the main hosts on the first Pay TV broadcast of Sky Racing into hundreds of thousands of homes around Australia in September 1998.

Jo spent six years working with Sky as the main studio host of the daily national broadcasts of racing and also travelled extensively to race meetings around Australia as a trackside host

interviewing trainers, jockeys and owners.

Jo was a regular panel member on the popular Racing Retro program and many Sky viewers enjoyed her regular on-air stoushes with Richard Freedman.

During her time with Sky Channel Jo won various national media awards for her coverage of racing. She twice won the National Media award for her work on the AAMI Golden Slipper.

In January 2004 Jo was offered the challenging position of Public Affairs Manager for the Moonee Valley Racing Club. Since joining Moonee Valley Jo has been instrumental in the successful re-branding of the Club and night racing as well as promotion of Australia's greatest weight-for-age race-the Tattersall's Cox Plate.

Some of her biggest achievements at Moonee Valley include record media coverage of the Cox Plate in 2004, 2005 and 2006, helping to secure major sponsor Tattersall's in the biggest sponsorship deal ever done in the history of the Club, the introduction of the high quality MVRC Members magazine 'On Track' and the development of the novel Makybe Diva mask concept that formed a colourful part of on-course promotions for the 2005 Cox Plate.

Jo is a passionate racehorse owner and has an interest in four horses that are currently racing- Permaiscuous, Captain Chaos, The Real Article and Caridale. She's had a bit of luck at the track with each of them winning races. The best of them is Permaiscuous which she races with a large band of female owners. The filly won the Group 3 Carbine Club Stakes at Flemington on Derby day this year.

We are looking forward to Jo becoming an integral part of the United Syndications team in 2007.



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Web Site Launched!

Our much anticipated web site has finally gone live and can be viewed at www.unitedsyndications.com.au. The web site will become an important marketing tool for our 2007 yearling purchases as well as providing all the current news about what's hot at United Syndications.

Feedback from members is most important and I welcome any comment either positive or negative as to what improvements or

what features you, the members, would like to see developed within our site. 2007 has indeed been planned to be our biggest yet and with the addition of Jo it is hoped that we can consolidate our profile to that of being respected as the most integral syndication company in the marketplace today. From feedback already received we know that we are well on the way!

From The Stable

There should be action aplenty for United Syndications horses in the upcoming months. **Last Waltz** returned to form with an excellent second at Sandown recently and this mare once hitting form usually holds it and is a most consistent mare and is a horse to follow throughout the summer. Her record currently stands at 18 starts for 5 wins, 4 seconds and 1 third for prize money of \$54,575. Another most consistent galloper scheduled to race late December, **Bella's Bro** whose record shows 15 starts for 5 wins, 4 seconds and 1 third for \$47,600 in prize money looks to have come back in fine fettle and we eagerly await his reappearance as this Danzero gelding is chasing another city success this prep. **Princess Carolina** who was very much on the immature side last prep also faces the starters at the end of the month. This full

sister to the stakes winner ReadyforCatherine looks an improver and should continue to improve as she gets into her prep. She appears to have benefited well from her spell and is more settled in the stables this time in while **Super Choi** will be heading to Mick's very shortly from Macedon Lodge and we are all hoping that he will be making his race debut sometime in January.

Royal Charades—our Royal Academy two-year-old showed nice promise at Glenfern Park while under the care of John Stocker however has been turned out to spell as she was considered a touch immature to be brought down to Caulfield.

Merry Christmas!



Both Lauren and myself would like to take this opportunity of wishing all members and their families a very Merry Christmas and prosperous New Year. We both have appreciated the support from everyone throughout 2006 and as everyone can see there is plenty of action afoot to make 2007 a bigger and better year for everyone connected with United Syndications.