

ARN ANNOUNCES TWO-YEAR EXTENSION TO PARTNERSHIP WITH THE VICTORIA RACING CLUB

Friday October 25th 2019 - **ARN** today announces a renewed two-year partnership with the **Victoria Racing Club (VRC)** that will see **KIIS 101.1** and **GOLD104.3** play key roles in supporting the 2019 and 2020 Melbourne Cup Carnivals.

The partnership, which began in 2017, has been extremely successful for both ARN and VRC, with **KIIS 101.1** continuing as one of the major Radio Partners during the Melbourne Cup Carnival, and as a key Entertainment Partner in The Nursery.

KIIS 101.1 will bring the party to VRC members in the Nursery, and again host clients, talent and celebrities in The KIIS Pony Club, across Cup Week.

As part of the program both **KIIS 101.1's Jase & PJ** and **KIIS Network's Will & Woody** will give listeners around Australia the chance to win their way to the Carnival.

GOLD104.3 will also be giving listeners the chance to win their way to Melbourne's biggest event. Listeners will be encouraged to tune in to GOLD104.3 for the winning song, that will send them to the races in style. GOLD104.3 will also cross live from Flemington Racecourse, with the latest updates on what is happening trackside on Lexus Melbourne Cup Day and Kennedy Oaks Day.



ARN CEO Ciaran Davis said: "ARN is excited to continue its partnership with the Melbourne Cup Carnival for at least the next two years, going from strength to strength since we first united with the VRC in 2017. The Carnival is an integral part of Melbourne's culture, and the perfect fit for KIIS 101.1 and GOLD104.3 who proudly share and celebrate the very best of Melbourne's events, music and lifestyle with their listeners every day.

"We look forward to enhancing the partnership further, offering our listeners and clients bigger and better opportunities to be involved with one of the most exciting annual events on the Australian calendar."

About ARN

ARN is one of Australia's leading Broadcast and On-demand audio companies, 'Defining Audio', with ownership or investments in 12 radio stations nationwide in addition to digital entertainment platform, iHeartRadio. ARN's vision is to deliver the most complete audio offering for audiences and advertisers, and its network brands KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over five million listeners each week across Australia.

Its KIIS network consists of Sydney's KIIS 1065 with Kyle & Jackie O, Melbourne's KIIS 101.1 with Jase & PJ, Adelaide's Mix102.3 with Jodie & Soda, Brisbane's 97.3FM with Bianca, Mike & Bob and Perth's 96FM with Botica's Bunch for Breakfast. The National Drive Show across all stations is Will & Woody.

Its Pure Gold network consists of Sydney's 101.7 WSFM with Jonesy & Amanda, Melbourne's GOLD104.3 with Christian O'Connell, Brisbane's 4KQ with Laurel, Gary & Mark and Adelaide's Cruise 1323 with John Dean.

The Edge is available on FM as The Edge 96.ONE in Sydney and nationally via iHeartRadio and DAB+. The Edge Breakfast hosts are Mike E & Emma.

iHeartRadio, the world's fastest growing digital service, was launched by ARN to the Australian market in 2013 and since then, the platform has had over 2 million downloads of the app and over 1.3 million registered users. iHeartRadio is a free, all-in-one radio, music streaming, podcast and live events platform. In addition to being able to access their favourite music from around the globe, audiences can access their favourite stations in Australia from ARN, the ABC, SBS and Macquarie Media, as well as stations from New Zealand and the USA. iHeartRadio also provides Australian's with access to over 280,000 podcasts.

ARN's suite of digital and social assets are the online home to Australia's leading radio stations, providing highly engaged entertainment content and news, complementing the on-air experience ARN's stations are best known for.

ARN is a HT&E company. For more details, head to www.arn.com.au.
