



YELLOWGLEN

Media Release 20 October 2009

YELLOWGLEN WHERE RU?: New iPhone app helps you find your friends at the Melbourne Cup Carnival

"I'll see you at the races!" – The catch-cry of thousands of frocked up race-goers all over Melbourne. The sparkling season has officially begun and we'd like you to celebrate with Yellowglens, the Official Wine Partner of the Melbourne Cup Carnival.

The ultimate destination on arrival to the Melbourne Cup Carnival this year is The Yellowglens Room, located on The Hill Precinct at Flemington Racecourse. Open to the general public on AAMI Victoria Derby Day, Emirates Melbourne Cup Day and Crown Oaks Day, guests will have the opportunity to meet with fashion stylists who will provide expert advice on the latest racing looks. Guests can also try on a hat or fascinator from leading milliners Nerida Winter and Melissa Jackson before having their momento photo taken at the Yellowglens Vintage inspired set. Photos will be uploaded to www.facebook.com/yellowglens.

The celebrations continue with the launch of the new and free iPhone application – YELLOWGLEN WHERE RU? the must have accessory for the Melbourne Cup Carnival. WHERE RU? enables you to locate your friends, The Yellowglens Room and Yellowglens bars at Flemington Racecourse at the touch of a button. This great new app from Yellowglens has simplified the issue of the many text messages and phone calls asking "Where RU?".

Using your iPhone's GPS layer; you and your friend's locations will be plotted on a map to allow you to see their actual whereabouts. The mapping layer will use Google Maps, but the specific location of Flemington Racecourse during the Spring Racing Carnival, will be provided as a special mapping layer.

Invite iPhone buddies through your Facebook friend list, zoom in and out to locate them and plan the perfect meeting point at one of the many Yellowglens bars on track. You can also update your status and message your friends via Facebook.

According to Amanda Whiteland, Yellowglens Senior Brand Manager: "We're really excited about our involvement with the Melbourne Cup Carnival this year. The launch of The Yellowglens Room and the YELLOWGLEN WHERE RU? application will ultimately enhance the raceday experience for Yellowglens devotees and keep them connected with friends throughout the day."

The Yellowglens Room

The Hill Precinct

Flemington Racecourse (located upon entry)

Melbourne

Hours: 10.15am-2.15pm

When: AAMI Victoria Derby Day; 31 Nov, Emirates Melbourne Cup Day; 3 Nov and Crown Oaks Day; 5 Nov.

Ends.

For further information, interviews or images please contact:

Sophie Miller

Communications Manager

Yellowglens

P: 03 8626 3432

M: 0415 053 797

E: sophie.miller@fostersgroup.com