

Racing West



13/02/95

Mr M Lyons.
Compu Racing Informer.
P.O.Box 162.
Vaucluse.
NSW 2030.

Postal Address
P.O. Box 1460
Osborne Park
Western Australia 6017

Compu 'Racing Informer'

Dear Sir,

As a fellow publisher who provides information to the general public I am only too aware that it is imperative that any information to be presented, must be in the most simplest manner possible. With your publication 'Racing Informer' you have managed to present the essential information in a 'user friendly' manner that can only be considered by the average punter as a breath of fresh air amidst the formguide publications.

The inclusion of Perth racing would also improve the viability and versatility of your publication and yet again could provide a marketing edge over your direct competitors who it appears are loathe to include such information. Considering the NSW TAB turns over more on Perth races on many Saturday afternoons than the whole of the WA TAB, one can only wonder what they would turnover if they had some real information.

Having already I am sure donated a considerable amount of time to your publication, and having gone through a similiar 'birth of a publication' experience myself, I can only recommend that you continue to improve on your concept, as I am sure that it is only a matter of time before your publication crosses the line a clear winner.

Yours Sincerely



David Morgan
Editor