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PRESS RELEASE

FOR IMMEDIATE RELEASE

Industry Data Online Launches New Online Store for the Provision of Licensed Club Industry Quarterly Data Reports

Brisbane, Australia, March 31, 2005 – Industry Data Online has launched its new online store for the provision of Licensed Club Industry Quarterly Benchmark Reports for the benefit of Licensed Clubs and associated parties to the industry.

The reports provide detailed financial and gaming operational statistics derived from aggregate data collected from the Club Data Online performance reporting and business improvement application. Club Data Online is the company's flagship application. Over 120 licensed clubs participate in the Club Data Online service across New South Wales, Queensland and the Australian Capital Territory. Industry Data Online deals with a further 300 licensed clubs through other related applications and services.

Industry Data Online leads the way in the provision of online performance reporting and business improvement applications to the Licensed Club Industry. Industry Data Online prides itself on data integrity to such an extent that it collects all data electronically from participants financial and gaming systems allowing for the most compelling and meaningful assessment on a consistent basis.

Industry Data Online is considered an industry partner as opposed to simply a service provider. The major industry peak bodies, including ClubsNSW, ClubsQLD and ClubsACT, endorse the company's services. Industry Data Online has played an active role in providing solutions to the industry, particularly as the industry faces significant regulatory and social change. The Club Data Online product and its applications, including the Licensed Club Industry Quarterly Benchmark Reports, will assist licensed clubs to meet the industry's Code of Practice Guidelines and Corporate Governance expectations.

Industry Data Online General Manager, Mr Greg Hurley, is excited by the company's new initiative and stated, "The availability of such credible and regular financial and gaming statistics via the online store can only benefit the industry. The reports will allow clubs and associated parties to make sound strategic and operational decisions with the confidence of knowing the data has been collected electronically direct from club financial and gaming reporting systems. I am sure that readers will find the supporting commentary of great value in interpreting the data. At last, independent and objective data has been made available in an easily accessible manner for all parties to the industry."

For additional information on the online store and the company please contact:

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