

MiStable Mission Statement

The team at MiStable set out to provide Thoroughbred Horse Trainers with the ultimate web based software program that enable them to communicate more effectively with their clients, using the latest technology to provide information in a fully automated fashion.

The MiStable product continues to develop based on the feedback from our clients, the "Trainers Needs" and their "Owners Wants".

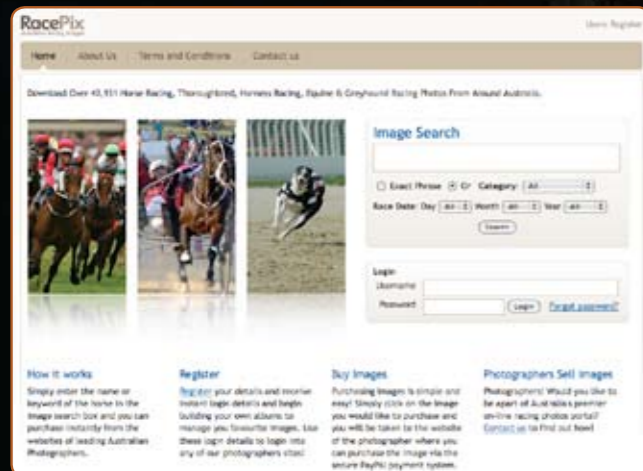
The team at MiStable are professionals in graphic design, marketing, programming, and business development. We all have a complete understanding, through our own involvement over the past 30 years in the Industry, with a hands on insight into training, owning and the general business of Thoroughbred Racing.

After 12 months research, drawing upon the experience and know-how of some leading thoroughbred trainers, and that of the newer younger breed of trainers, together with our own individual passion and knowledge for this Industry, the Directors and team at MiStable created and launched in January 2009.

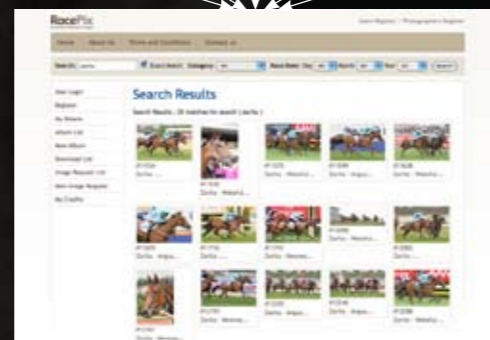
We invite you to see for yourself what MiStable can do for your business!

MiStable Launches RacePix

MiStable has developed Australia's first **Online Australian Racehorse Photographic Library/Search Engine**. We have achieved this with the co-operation of Australia's Leading Racing Photographers.

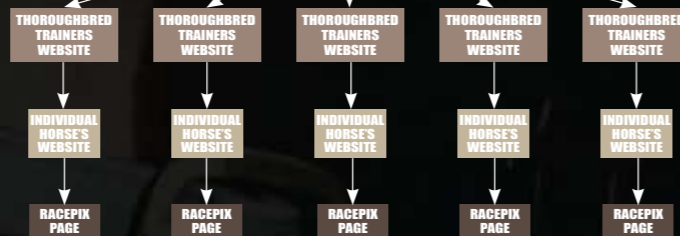


PROFESSIONAL RACING PHOTOGRAPHERS



HOW IT WORKS . . .

- Professional race photographers from around Australia upload their raceday photos to their individual business websites created by MiStable . . .
- These photos automatically feed into the RacePix photo library . . .
- From here, each horse's raceday photos automatically feed onto the RacePix page on the horse's individual website for viewing and purchase.



www.racepix.com.au

NO MORE ORGANISING PHOTOS FOR OWNERS!

THOROUGHBRED TRAINERS



FINALLY!

It's Here...



COMMUNICATION
AUTOMATION
APPRECIATION

1300 163 800 • www.mistable.com.au

“The problem with communication . . . is the illusion that it has been accomplished”

GEORGE BERNARD SHAW



Is retaining and gaining horse owners a part of your business strategy?

Do you want an easier and more efficient way of communicating to your stable owners?

If so **MiStable** has the answer!!!

MiStable is an Internet tool that gives trainers an optimum, yet time saving, means of keeping owners informed. We believe Thoroughbred Racehorse Trainers should spend more time doing what they do best, training horses. Our software takes care of communication to owners automatically.

Only 3 steps for trainers to keep owners informed, our software does all the rest . . .

NOMINATIONS & ACCEPTANCES via RISA STABLE ASSIST

Trainers nominate and accept races through RISA stable assist. Owners automatically receive personalised direct messaging of their horses Nominations, Acceptances, Fields, Form and Ratings.



HORSE REPORTS

Horse reports can be provided in a variety of ways, making it easier for the trainer to provide information in the format that best suits the owners.

- Text Reports can be received by the owners in the exclusive Trainers Say area of the site
- Voice reports can be uploaded to the Trainers Say area using our USB Dictaphone
- SMS reports can be sent directly to owners' mobile phones
- Email reports direct to owners' Inbox



STABLE NEWS

A trainer can keep in touch with their stable owners and prospective owners by providing stable news live on their interactive news page.



“Look no further . . . a MiStable website will take care of it all”

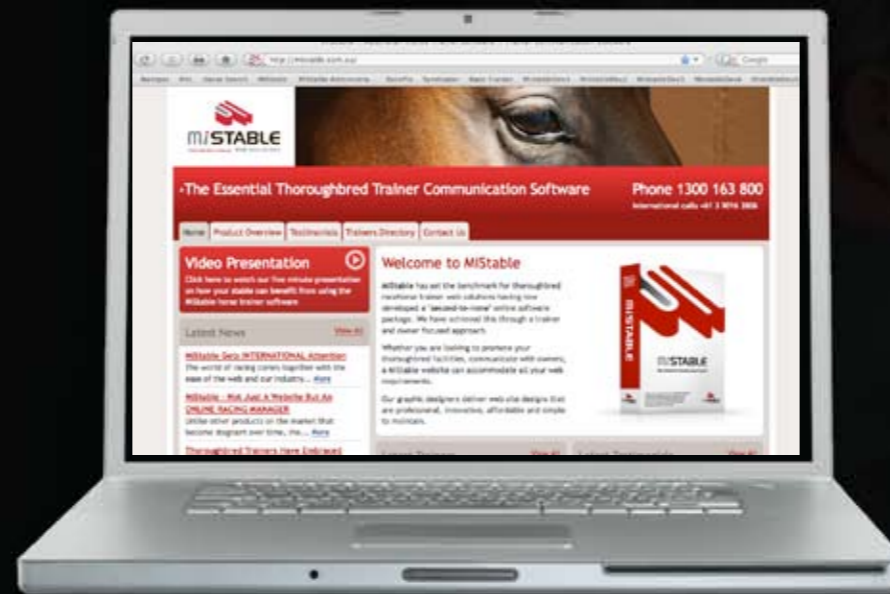


MiSTABLE

www.mistable.com.au WEB SOLUTIONS

THE FIRST SOFTWARE OF ITS KIND IN THE WORLD FOR THOROUGHBRED TRAINERS!

You will never have to upgrade your website again, don't waste money on sites that will need upgrading in years to come. MiStable moves with technology, keeping your business ahead at all times.



Trainer **INPUTS** this

MiStable Software **DELIVERS** this to Owners

MiStable is so **affordable** and designed to be **flexible** so we can tailor the software to suit the needs of your individual business. Each site is designed to create specific branding and showcase your training business.

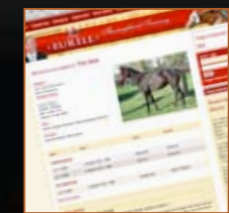
“Owners will be amazed . . . communication has been accomplished”

Below are just some of the features and benefits that your owners will enjoy!



EVERY HORSE IN THE STABLE HAS THEIR OWN WEBSITE

Created by the trainer by simply typing in the horse's name.



HOME PAGE

- pedigree
- owners
- silks
- results
- horse biography
- etc . . .



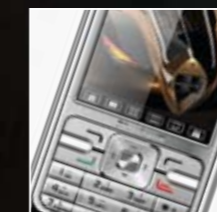
NOMINATIONS & ACCEPTANCES IN REAL-TIME

Nominations and Acceptances, sent automatically to owners via our software in real-time.



RACEPIX

Raceday photos will automatically filter onto this page for viewing and purchase as they are posted by professional photographers from around Australia.

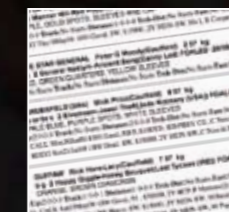


SMS

For owners on the move, receive updates, i.e.

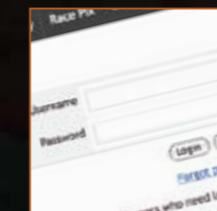
- nominations
- acceptances
- trainer reports

 and more on their mobile phone.



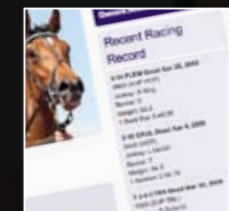
FIELDS/FORM & RATINGS

Fields and Form, sent automatically to owners via our software in real-time.



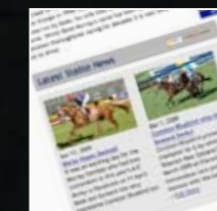
TRAINERS SAY

An **EXCLUSIVE AREA** for **OWNERS** to login and receive reports and updates from the trainer.



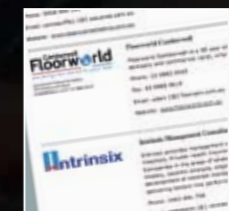
RACE RESULTS

The recent racing record and results of the horse is displayed on the horse's website automatically.



STABLE NEWS

The latest happenings around the stables, posted by the trainer.



OWNER BUSINESS DIRECTORY

A great business networking tool for owners to promote their businesses within the stable.

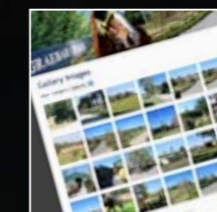


PHOTO GALLERY

Photos of their horses around the stables taken by the trainer. A great tool for interstate and overseas owners.



RACEDAY DINING

Raceday dining options from racetracks around Australia.

. . . **AND MUCH MORE!!!**

Finally a website software that works for you!!!