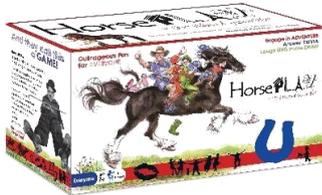


# MEDIA RELEASE

MAY 2015



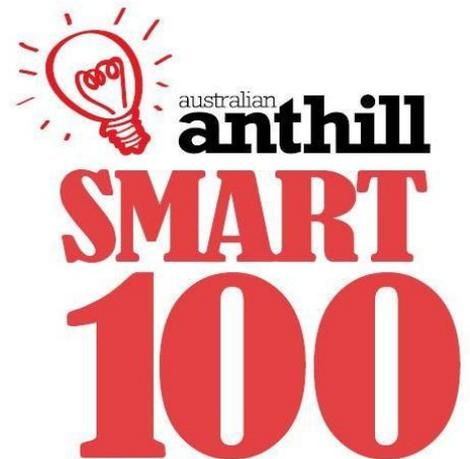
**HorsePLAY** ~ the ride of your life®

named in 'SMART 100' Awards

REVOLUTIONARY in Design and Quality this new game has been named one of Australia's most innovative products.

This is one of the largest and most audacious innovation Awards of its kind in Australia – the Anthill Magazine 'SMART 100' Award.

**HorsePLAY** raises the bar to a whole new level on what customers can expect from an entertainment experience. It's unique design and being two products in one (exciting game + veritable coffee table book in a box) ensures it is Outrageous fun for EVERYONE. It's Portability, Durability and Playability means every day can be a day for revealing your true horsepower.



## About the SMART 100

The SMART 100 Index was created in 2008 to identify and rank Australia's 100 most innovative products and services, it is one of the largest in Australia. In 2015 a record volume of nominations were received.

"It identifies and ranks new Australian innovations by applying a combination of crowdsourcing, collaboration and common-sense. We employ the judgement of 'mavens' and readers" said Anthill founder and Editor-In-Chief James Tuckerman.

"Unlike your average awards program, we don't lock a panel of expert adjudicators in a small room. Neither do we demand a thorough analysis of each applicant's P&L statement. This is because innovation is future focused. **It is about identifying and solving problems in ways that will change the way we live, do business and think.**"

## What is a 'MAVEN'?



According to Tuckerman, "The maven's unique talent is his or her ability to unearth and identify, from all the new products and services available, the **innovations that are worth propagating**. These people have the ability to identify innovations that will meet an important need for the population. Mavens provide a more predictive measure of innovation than mass consumers or experts in the field – because they have a unique ability to identify the **importance and relevance of an innovation.**"

For further information about **HorsePLAY** CONTACT us