



## **gizmo Gears Up For 2008 Marketing Activities With Bathurst Motor Festival Sponsorship**

**Sydney, Australia – 7 February, 2008** - gizmo, an Australian owned and operated company that provides comprehensive in-home and phone support for a wide range of consumer technologies, today announced its sponsorship of the Wilson Brothers racing team. The Brothers are set to compete in one of the most challenging motor sporting events in the world, WPS Bathurst 12 Hour Race to be held February 10<sup>th</sup> 2008.

The deal signifies gizmo's first foray into the sponsorship arena and its launch into a series of marketing activities to broaden its marketing reach in 2008. Along with the sponsorship there will also be gizmobiles in the paddock and pits areas.

The race, in its second year, is an extension of Australia's biggest car race festival, the Supercheap Auto Bathurst 1000 and will take place on the famous Mountain Panorama circuit, regarded as an Australian icon and one of the world's toughest courses in the world. The epic, 12 hour race will challenge some of Australia's best drivers and will be televised extensively on Channel 7.

The Wilson Brothers team, which includes two of New Zealand's top V8 Touring Car drivers and Kurt Kratzmann, a veteran in the IT industry as Company Director of The Computer Market, hopes to improve on their result in the 2007 12 Hour Race, which saw them retire at the nine hour stage in third position.

"This race has generated huge national interest, it's going to be fascinating to watch. gizmo is a proud supporter of the team, we'll be willing them on, particularly as Kurt is an industry colleague," said Brett Chenoweth, CEO, gizmo.

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gizmo branded car image can be found at:

[http://www.gizmo.com.au/about/media/wrx2\\_gizmo.jpg](http://www.gizmo.com.au/about/media/wrx2_gizmo.jpg)

### **About gizmo**

gizmo is an Australian owned and operated company that provides comprehensive in-home and phone support service for a wide range of technologies used in the home. As the computer and its related gadgets become more and more a part of everyday life, gizmo is here to help



Australians make the most of what's available to them.

gizmo service is available from 8am to 10pm weekdays and 9am to 6pm on weekends. For more information or for gizmo service, please visit [www.gizmo.com.au](http://www.gizmo.com.au) or call 1300 275 449.

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