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MEDIA RELEASE

SPORTS SCENE KICKS A GOAL WITH DATA NETS

Sports Scene has announced that over 9,000 entries were received in the recent World Cup Soccer promotion.

The promotion, run in conjunction with local IT company Data Nets saw one lucky viewer win a Toshiba Satellite lap-top computer.

Winner of the lap-top was Dominic Tavi a Grade 9 student at Gerehu Secondary School. Dominic correctly named France and Italy as the two teams to compete in the FIFA World Cup grand final. His name was then drawn from a barrel containing thousands of correct entries.

Dominic's name was drawn on the Sports Scene program on Thursday July 13. He then collected his prize on the weekly program on Thursday July 20.

Dominic was very gracious and humble in receiving his prize.

In his acceptance speech, Dominic firstly gave thanks to God and then thanked EMTV and Datanets for 'opening a new chapter in his life'.

Dominic who only arrived in Port Moresby a few months ago from a small village on Buka island, Bougainville admitted to having '*absolutely no knowledge of how to operate a computer*' but was looking forward to learning and the possibilities it would open up for him.

Sports Scene also conducted a surprise second draw in the competition. Young Dominic reached into the barrel and drew out a correct entry from Newman Taki of Mt Diamond Adventist Secondary School.

Newman will receive an authentic Adidas World Cup soccer ball, supplied to Sports Scene by FIFA's regional office in New Zealand.

General Manager of EMTV, Glenn Armstrong said that the viewer response to the Data Nets promotion was amazing.

“Details of how to enter the competition were only given on one episode of Sports Scene - on Thursday June 29. Viewers had less than a week to get their entries in. The fax machine was running non-stop every day and we also had to clear the entry box at EMTV at least once a day. 9,000 entries is a huge response and demonstrates the popularity of the Sports Scene program and EMTV's World Cup Soccer coverage”, Mr Armstrong said.

“Our congratulations go to Dominic and Newman on their prizes, and to Data Nets, FIFA and the Sports Scene team for making the promotion such a huge success. It makes it even more satisfying to see such a worthy and grateful winner in Dominic”, he added.

ENDS

PIC: (Left to Right)
Sports Scene host Steve Dawanincura
Toshiba lap-top winner Dominic Tavi
Data Nets Sales & Marketing Manager, Glynn Low.