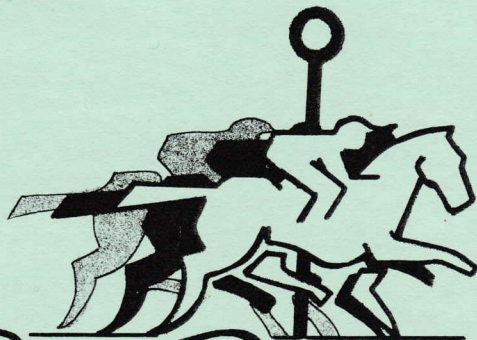


INVEST WITH PRO-PUNTER

© DGA SOFTWARE 1987



Pro-Punter

"PRO-PUNTER" has been painstakingly developed with one object in mind:

TO ENABLE THE COMPUTER
USER TO INVEST WISELY
IN HORSE RACING.

Making money from racing and keeping it is hard; you'll know if you've tried. The average 'investor' has always been up against several obstacles:

1. Lack of time to study and analyse the form thoroughly.
2. Insufficient knowledge to accurately assess a horse's true chance in terms of odds.
3. Inability to spot good and poor value odds offered by bookmakers.
4. Consequent befuddlement about when to invest and when to leave alone

....UNTIL TODAY.

NOW PRO-PUNTER PUTS AN EXPERT
RACING ADVISER INTO YOUR HOME.

PRO-PUNTER is a disc-based "expert system" which thoroughly and accurately interprets racing form. It tells you when to invest and when to keep your hand firmly in your pocket.

In extensive trials over both Flat and National Hunt seasons:

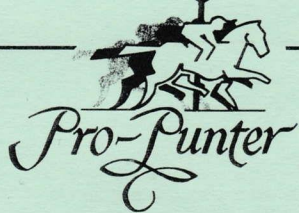
85% of ALL PRO-PUNTER top-three rated horses won, producing an average **18% net profit** per race at level stakes, all three backed.

57% of ALL top-rated horses won, producing an average **80% net profit** per race on level stake investment.

Over the same trial period, selective wagers on the few horses advised as really worthwhile investments produced excellent profits with minimum risk.

PRO-PUNTER has been researched and developed over a period of three years. It is unconnected with any currently or previously available software which purport to act as race tipsters. It is not a simple formulator. Simply, we believe this to be the best software currently available in this field.

LIMITED EDITION. Research into expert and intelligent computer programs continues apace. A new, small company, our main interest is in R&D and we are putting all our energies into further development of intelligent racing software. In consequence, this issue of PRO-PUNTER will be strictly limited. We anticipate a very high demand and suggest that, if you are interested, you place an order without delay.



QUESTIONS & ANSWERS.

Q. What is an "expert system?"

- A. An expert system is a program or suite of programs with "built-in" knowledge which may be applied to a particular problem. PRO-PUNTER uses its knowledge-base to answer the question: Is there any outstanding horse in this race and if so, is it worth an investment?

Q. How do I use PRO-PUNTER?

- A. You need an Amstrad or BBC microcomputer with disc drive. You also need to be able to find your way around the racing press. The rest is easy. You are led through an interconnected suite of programs, answering questions about the race under analysis and entering relevant data. When this is done, you sit back whilst PRO-PUNTER does the hard work.

Q. What information is needed?

- A. Race statistics relating to trainers-in-form, trainers and jockeys for courses and previous race winners.
Full racecard data relating to course, race and each runner.
Previous form for each runner: details of last run, details of all wins, occasionally breeding.
Weight and speed ratings, betting forecast positions.

This may seem a lot, but all of this is available in the daily and weekly racing press and input time is minimal when compared with possible returns. PRO-PUNTER operates on the principle that the quality of what comes out is related to what goes in! Some information may be saved for later use.

Q. How long does it take to process one race?

- A. This depends on the amount of available form for each horse, but on average a race with 10 runners will take about 30 minutes of input time and 2-3 minutes of processing time.

Q. What does PRO-PUNTER do with the information?

- A. This would fill a book. Briefly, PRO-PUNTER analyses the following areas:
Recent form. Position in S.P. forecast. Weight ratings and weight carried. Suitability of course, distance and going in relation to past form. Statistical information. Class. Speed ratings. The draw.
.....for each horse. The work it performs in a few minutes would take many hours manually.

Q. Can I alter the program?

- A. Decidedly not! This is not a formulator that you can "twiddle" with. Everything is pre-set. You may, at your peril, decide to omit information.

Q. What is the end result of the computer's labours?

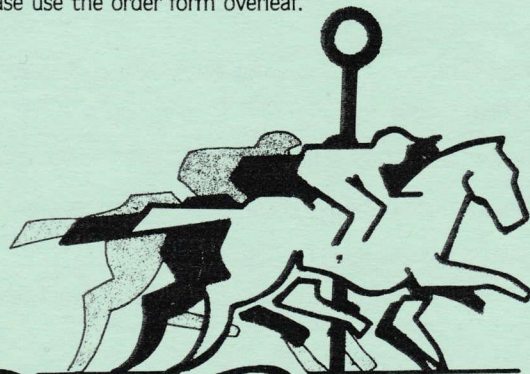
- A. PRO-PUNTER forecasts a finishing order for the race, producing a rating for each horse and a computer generated Starting Price which reflects its own view of the horse's chances. It provides an assessment of the odds on offer at the bookmakers and, finally, investment advice. If it advises "No Bet" it tells you why.

Q. Why use a computer?

- A. The knowledge-base is always "on tap", whatever the type of race. Consistency: PRO-PUNTER logically and consistently applies its knowledge base. Nothing is forgotten.
Speed.
Results: the average investor will find it difficult to match PRO-PUNTER'S strike rate.
Value: PRO-PUNTER accurately assesses the price you should accept about an investment.
Advice: the combination of value and advice give the investor a real "edge."

Q. How do I obtain a copy of PRO-PUNTER?

- A. Please use the order form overleaf.



Pro-Punter



ORDER FORM

PRO-PUNTER is priced at £57.50 including VAT, package and postage.

Available now for the BBC micro-computer. Amstrad edition out mid-July. Orders accepted immediately.

Disc version only. We are sorry buy PRO-PUNTER is not suitable for tape-based systems.

Please note that any investment in horse racing involves an element of risk. Figures quoted in relation to the performance of PRO-PUNTER in this document refer only to **previous trials**. We would hope that the purchaser will have equal success, but cannot in any way guarantee that this product's future performance will create an investment profit.

COPYRIGHT © DGA SOFTWARE. 1987. The media on which this software is stored becomes the property of the purchaser. The software remains the property of DGA SOFTWARE. The software may be used in any legal way in which the user deems fit. However, this software is subject to copyright and the purchaser is reminded that it is illegal to reproduce it in any form. Copies of PRO-PUNTER will be coded and registered to the user who will be liable to prosecution should copyright be infringed.

NAME: _____

ADDRESS: _____

_____ POSTCODE: _____

Please supply _____ copy/copiers* of PRO-PUNTER on 40/80T* discs.

I have BBC/AMSTRAD equipment with 3½/5¼** disc drive.

I enclose a crossed cheque/Postal Order * made payable to "DGA SOFTWARE" for the sum of £ _____

(Please do not send cash.)

* Delete as appropriate.

SEND YOUR ORDER TO: DGA SOFTWARE, P.O. BOX 36, ASHTON-UNDER-LYNE, LANCS. OL7 9AJ. Please allow 28 days for delivery.

