

# MIKE TYSON IS IN THE AUSTRALIAN TENNIS OPEN!

ULTRA TUNE RELEASES A VERY FUNNY TV COMMERCIAL WITH FRANCES THE TIGER!

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Watch out for Mike Tyson when you're watching the tennis on tv over the next 2 weeks. Along with the Rubber Girls and Frances the tiger, the former world champion boxer and Hangover movie star is the latest hero of the Ultra Tune "Unexpected Situations" series of television commercials that have ALL been consistently criticised, attracted controversial attention and have been the most complained about advertisements of 2014, 2015, 2016 and 2017.

Ultra Tune Executive Chairman Sean Buckley stands by the marketing campaign and says " All the ads have been run through (repeatedly) the ABS - the Advertising Standards Bureau and granted prime time viewing spots on free to air television with a PG rating Australia-wide. In excess of 5,000,000 people viewed the last version of "Unexpected Situations" featuring Jean Claude Van Damn across free to air television and online platforms. Of the 5million plus views only 300 complaints were made which is 0.006% of the audience."

Mike Tyson says of his relationship with Ultra Tune and the advert " Sean Buckley is a good friend of mine and a great sponsor and supporter of boxing in Australia. I look forward to doing more work with him. The ad is really all done in fun!"

## ABOUT MIKE TYSON

Former heavyweight champion Mike Tyson is a larger-than-life legend – both in and out of the boxing ring. Tenacious, talented and thrilling to watch, he embodies the grit and electrifying excitement of the sport. Tyson holds the record as the youngest boxer to win the WBC, WBA and IBF world heavyweight titles. He was the first heavyweight boxer to hold the WBA, WBC and IBF titles simultaneously. In 2011, Tyson was inducted into the Boxing Hall of Fame and, in 2013, he was inaugurated into the Las Vegas Hall of Fame. Tyson's enduring mass appeal is not only due to his incomparable athleticism, but to his huge personality and unrivalled showmanship. His career in entertainment spans everything from blockbuster movies ("The Hangover" and "The Hangover 2") to documentaries, having worked with director Bert Marcus on the 2015 documentary, "Champs" which examined the lives of boxing greats in and out of the ring.

## ABOUT SEAN BUCKLEY

Sean Buckley is an Australian entrepreneur, thoroughbred racehorse owner and investor. Sean is Executive Chairman of Ultra Tune with over 270 outlets across Australia. He is principal of the Ultra Group of Companies which include Ultra Tune Australia, Ultra Thoroughbred Racing, Golden Grove Stud Farm, AP Fleet Management, Ultra Tune Roadside Assistance and Altitude Services.

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