

The Racing Game

Background Information

The Thoroughbred Owners and Breeders Association (TOBA), Keeneland Association and Blood-Horse Publications have partnered to create “The Racing Game” (TRG), www.theracinggame.com. TRG is a program designed to attract and retain new investors in Thoroughbred ownership. TRG is a redesign of the original “The Greatest Game” program.

The Racing Game offers prospective new owners the opportunity to begin a dialog with industry advisors via a referral service. The Racing Game will match prospective new owners with advisors based upon their objectives in the Thoroughbred industry. New prospects simply fill out an Advisor Request Form and return it to The Racing Game to begin the process.

According to TOBA President Dan Metzger, “TRG’s goal is to identify potential new owners and provide these individuals with information and support to help them become successful”.

For additional information about Thoroughbred ownership and TRG, contact:

Erin Halliwell
Director of Marketing and Communications
Thoroughbred Owners and Breeders Association
P.O. Box 910668
Lexington, KY 40504
(859) 276-2291
ehalliwell@toba.org
www.toba.org
www.theracinggame.com



Keeneland Association Fact Sheet

About the Keeneland Association

- The Keeneland Association is a combination Thoroughbred race course and auction company located in Lexington, Kentucky.
- Keeneland is uniquely structured in that it operates as a non-dividend-paying corporation.



Its directors serve without compensation and stockholders do not receive dividends. Profits are returned in the form of higher purses to horsemen, capital improvements, and generous contributions to charitable, educational and research organizations.

- Keeneland conducts live racing in April and October.
- Keeneland Race Course opened in the fall of 1936.

About Keeneland Sales

- Keeneland is the world's largest Thoroughbred auction company.
- In 2000 and 2001 combined, Keeneland sales grossed more than \$1.3 billion.
- Keeneland conducts six sales annually:
 - January Horses of All Ages
 - April Two-Year-Olds in Training
 - July Selected Yearling Sale
 - September Yearling Sale
 - October Yearling Sale
 - November Breeding Stock Sale
- Keeneland has graduated many Thoroughbred champions, including 15 Kentucky Derby winners, War Emblem (2002) and Fusaichi Pegasus (2000), among them.
- Keeneland's annual September Yearling Sale is the world's largest Thoroughbred yearling sale.
- Keeneland's annual November Breeding Stock Sale is the world's largest Thoroughbred breeding stock sale.

Keeneland Association
P.O. Box 1690
Lexington, KY 40592
Phone (859) 254-3412
Contact: Jim Williams
Director of Communications
jwilliams@keeneland.com
www.keeneland.com



THE
Racing Game
Thoroughbred Ownership

Thoroughbred Owners & Breeders Association (TOBA) Fact Sheet

Serving the Thoroughbred industry for more than 46 years, TOBA's mission is to improve the economics, integrity and pleasure of the sport on behalf of Thoroughbred owners and breeders.



- TOBA is the only national organization that coordinates **New and Prospective Owner Seminars** effectively recruiting new owners and breeders to the Thoroughbred industry.
- TOBA administers and manages the **American Graded Stakes Committee**.
- TOBA administers and manages **The Racing Game**; an initiative designed to identify and attract new investors to Thoroughbred ownership. TOBA manages the **Sales Integrity Program**, a project designed to improve the opportunity for buyers at public auction sales to feel informed, understand the various aspects of the process and be confident they are fairly treated.
- TOBA is an influential voice in the **American Horse Council**, the national trade association representing the horse industry in Washington, D.C.
- TOBA is a founding member of **The National Thoroughbred Racing Association** and maintains a seat on the Board of Directors.
- TOBA has an alliance with **Thoroughbred Charities of America**, a non-profit organization, whose mission is to raise money for

Thoroughbred rescue, retirement, retraining, research, education, backstretch and therapeutic riding programs.

- TOBA publishes *The Blood-Horse* magazine.
- TOBA is a founding member and represents owners and breeders on the **Racing Medication and Testing Consortium**
- TOBA manages the **Claiming Crown**
- TOBA hosts the annual **National Awards Dinner**, an event that recognizes and honors the efforts of colleagues in the Thoroughbred industry.
- TOBA represents the United States on the **International Breeders' Secretariat**, a forum that includes 17 racing and breeding countries, which meets annually to discuss issues of global significance to the industry.
- TOBA represents the **United States in the International Racing Owners Association (IROA)**.

Thoroughbred Owners and Breeders Association
P.O. Box 910668

Lexington, KY 40591
859.276.2291

Contact: Erin Halliwell

Director of Marketing and Communications
ehalliwell@toba.org
www.toba.org



THE
Racing Game
Thoroughbred Ownership

Blood-Horse Publications

Fact Sheet

- Blood-Horse Publications is a multimedia equine publishing company that traces its roots to 1916.
- Blood-Horse Publications' flagship publication, *The Blood-Horse*, is the oldest continually published North American Thoroughbred magazine. *The Blood-Horse* magazine began as a 20-page monthly bulletin in 1916 with the formation of the Thoroughbred Horse Association, founded by a group of Kentucky horsemen.

^{T H E}**Blood-Horse**

- *The Blood-Horse* informs and educates Thoroughbred horsemen, professionals, and fans about events, trends, and issues affecting the industry, and it provides a forum for debate about those trends and issues.
- *The Blood-Horse* is the Thoroughbred industry's number-one weekly news and information magazine for racing and breeding.
- Blood-Horse Publications also publishes *The Horse*, a monthly magazine devoted to equine health care; *TBH MarketWatch*, a newsletter for Thoroughbred investors; the official Kentucky Derby and Breeders' Cup World Thoroughbred Championship souvenir magazines; and *Keeneland* magazine.
- In addition, Blood-Horse Publications operates a family of award-winning Web sites including bloodhorse.com, thehorse.com and stallionregister.com.

- Blood-Horse Publications also operates Eclipse Press, an award-winning international equine book publishing house that is dedicated to the enjoyment and welfare of the horse. Eclipse Press has published more than 75 titles. Titles range from practical aspects of hands-on horsemanship to equine art and retrospectives on the great Thoroughbred racehorses.
- As part of Blood-Horse Publications' continuing commitment to serving and supporting the industry, The Blood-Horse Charitable Foundation, Inc. was established in 1988 to provide ongoing financial assistance to numerous equine-related charitable organizations.

Blood-Horse Publications

3101 Beaumont Centre Circle

Lexington, KY 40513

Phone (859) 278-2361

Contact: Robert Bolson

Director of Corporate Marketing Services

rbolson@bloodhorse.com

www.bloodhorse.com



^{THE}**Racing Game**
Thoroughbred Ownership