



Bringing you the most exciting two minutes in sports - everyday.

HRTV Viewer Profile – By The Numbers

- 26% more likely than US population to work at a professional or managerial level.
- 27% more likely than US population to have attained a college degree.
- 47% more likely than US population to have purchased a home in the past year.
- 56% more likely than US population to be in the Top 10% socio economic level.
- 69% more likely than US population to be “Top Management”.
- 77% more likely than US population to expect to purchase a vehicle in the next six months.
- 82% more likely than US population to have \$100,000 invested in a 401K account.

*Source: Simmons National Consumer Survey, Fall 2004
Sample= 24,686 Total A18+ Population = 211,889,000
NCS FALL 2004 ADULT FULL YEAR (Jan-Sept. '04)*



HRTVTM
HorseRacing TV

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AFFLUENT, EDUCATED, PROFESSIONAL AUDIENCE....

- 55.5% Male
- 48.9% = Adults 18-49
- 56.2 % = Adults 25-54
- 86.1% White, 7.3% Black or African American and 7.2% of Hispanic origin.

*Source: Simmons National Consumer Survey, Fall 2004
Sample= 24,686 Total A18+ Population = 211,889,000
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MEC

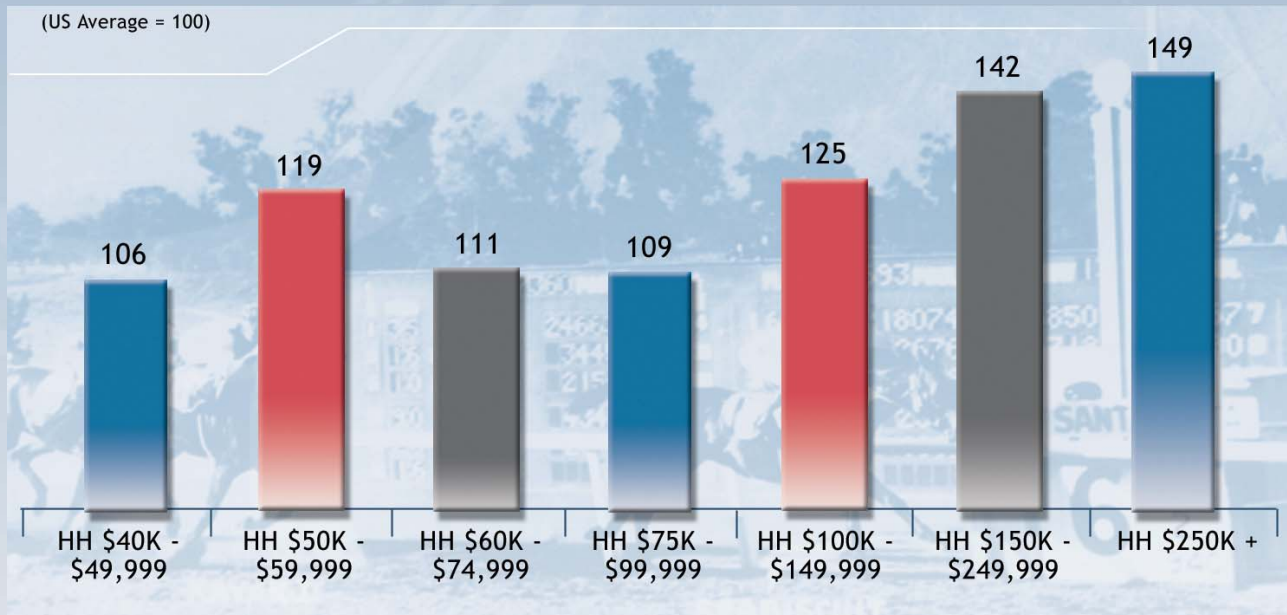
MAGNA ENTERTAINMENT CORP.

285 West Huntington Drive | Arcadia California 91007



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...THAT OVER-DELIVERS IN EVERY TOP SOCIO-ECONOMIC LEVEL



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