



What is HRTV: HorseRacing TV?

HorseRacing TV ("HRTV") is a 24-hour horse racing channel providing the excitement of live thoroughbred racing and live harness racing from tracks across North America, Europe and Australia. There are typically 15 hours a day of live racing - 8 races per hour plus expert analysis, live interviews and a comprehensive overview of the race action. HRTV's affiliate website address: www.hrtvaffiliate.com

What is the format of HRTV?

HRTV delivers exclusive programming that will satisfy a range of viewers from casual fans to passionate horseplayers. The schedule includes post parades, odds and results, live call in and discussion programs and live racing from up to 3 tracks at a time. A studio host guides the viewer from track to track offering handicapping tips between races.

Availability of HRTV?

HRTV is available in over **13.5 million homes** via cable and satellite providers.

How does HRTV differ from other horseracing channels, like TVG or sports channels that feature horseracing, like ESPN?

- HRTV delivers more live races daily. More racing means fewer commercials.
- HRTV on-air hosts educate viewers about the sport of horseracing and provide expert handicapping analysis.
- HRTV is owned by North America's two pre-eminent Thoroughbred racing companies, **Magna Entertainment** and **Churchill Downs**. Together, Magna and Churchill are passionate and fully vested in horse racing, bullish on its future, and motivated to use HRTV as the catalyst for a true renaissance in Thoroughbred horse racing - an American tradition and the Sport of Kings.

What is the typical HRTV viewer profile? (source: Simmons National Consumer Survey, Fall 2004)

- 55.5% Male, 56.2% Adults 25-54
- 56% more likely than average (Index 156) to be in top 10% US HH income
- 27% more likely than average (Index 127) to have attained a college degree
- 39% more likely than average (Index 139) to have attained a Masters degree

Can viewers bet on HRTV races?

Pari-mutuel account wagering is available through many "advance deposit wagering" (ADW) internet web sites, including **XpressBet** operated by Magna Entertainment and **TwinSpires**, operated by Churchill Downs. Both TwinSpires and XpressBet are free and secure U.S.-based account wagering services best utilized through a high speed broadband connection. Both services are licensed in all states that sanction on-line and telephone pari-mutuel betting. Account wagering is not offered in these states: AK CT GA HI IN ME MI MS NJ NM NV NC OK SC TX UT.

What tracks does HRTV cover?

HRTV's nationwide coverage features live action from the following tracks. **Exclusive tracks are highlighted.**

Track	State	Breed
Oaklawn Park	Arkansas	Thoroughbred
Santa Anita	California	Thoroughbred
Golden Gate Field	California	Thoroughbred
Bay Meadows	California	Thoroughbred
Cal Expo	California	Harness
California Fair Circuit	California	Thoroughbred
Delaware Park	Delaware	Thoroughbred
Calder Race Course	Florida	Thoroughbred
Gulfstream Park	Florida	Thoroughbred
Tampa Bay Downs	Florida	Thoroughbred
Pompano Park	Florida	Harness
Arlington Park	Illinois	Thoroughbred
Balmoral	Illinois	Harness
Hawthorne Park	Illinois	Thoroughbred
Maywood	Illinois	Harness
Hoosier Park	Indiana	Thoroughbred / Harness
Indiana Downs	Indiana	Thoroughbred / Harness
Churchill Downs	Kentucky	Thoroughbred
The Red Mile	Kentucky	Harness
Fair Grounds	Louisiana	Thoroughbred
Louisiana Downs	Louisiana	Thoroughbred
Delta Downs	Louisiana	Thoroughbred
Laurel Park	Maryland	Thoroughbred
Pimlico	Maryland	Thoroughbred
Suffolk Downs	Massachusetts	Thoroughbred
Great Lakes Downs	Michigan	Thoroughbred
Sunland Park	New Mexico	Thoroughbred
Finger Lakes	New York	Thoroughbred
Monticello Raceway	New York	Harness
Thistledown	Ohio	Thoroughbred
Beulah Park	Ohio	Thoroughbred
River Downs	Ohio	Thoroughbred
Northfield	Ohio	Thoroughbred
Remington Park	Oklahoma	Thoroughbred
Portland Meadows	Oregon	Thoroughbred

Track	State	Breed
Philadelphia Park	Pennsylvania	Thoroughbred
Penn National	Pennsylvania	Thoroughbred
The Meadows	Pennsylvania	Harness
Lone Star Park	Texas	Thoroughbred
Retama Park	Texas	Thoroughbred
Sam Houston Park	Texas	Thoroughbred
Colonial Downs	Virginia	Thoroughbred / Harness
Mountaineer Park	West Virginia	Thoroughbred
Charles Town	West Virginia	Thoroughbred
Woodbine	Canada	Thoroughbred
Mohawk	Canada	Harness
Dubai UAE	International	Thoroughbred
Australian Racing	International	Thoroughbred
UK Racing	International	Thoroughbred
Hong Kong	International	Thoroughbred