



Marketing Mix

Based on the cross of El Prado (IRE) and his sons/Kris S.
Breeder: Sean Fitzhenry (ON)

A++
Variant = 8.23

Marketing Mix Dark Bay or Brown Filly Foaled Apr 08, 2008 in Ontario	Medaglia d'Oro, 99 dk b/	El Prado (IRE), 89 gr	Sadler's Wells, 81 b	Northern Dancer, 61 b	Nearctic, 54 br	
				Fairy Bridge, 75 b	Natalma, 57 b	
			Lady Capulet, 74 ro	Sir Ivor, 65 b	Bold Reason, 68 b	
				Cap and Bells, 58 gr	Special, 69 b	
				Bailjumper, 74 b	Sword Dancer, 56 ch	
		Damascus, 64 b	Kerala, 58 b			
		Cappucino Bay, 89 b	Dubbed In, 73 ch	Court Circuit, 64 b	*Royal Vale, 48 br	
				Silent Screen, 67 ch	Cycle, 58 dk b	
			Roberto, 69 b	Society Singer, 68 ch	Prince John, 53 ch	
				Sharp Queen, 65 b	Prayer Bell, 54 b	
	*Princequillo, 40 b				Restless Wind, 56 ch	
	Instant Thought, 00 ch	Nimble Mind, 92 ch	Lyphard, 69 b	Hail to Reason, 58 br	*Turn-to, 51 b	
				Northern Dancer, 61 b	Nothirdchance, 48 b	
			Goofed, 60 ch	Nashua, 52 b		
			Nimble Folly, 77 ch	Cyane, 59 b	Rarelea, 49 b	
				Instant Sin, 69 ro	=Prince Rose (GB), 28 b	
				*Cosquilla, 33 b		
						Occupy, 41 b
						*Feale Bridge, 42 ch
						Nearctic, 54 br
				Natalma, 57 b		
				*Court Martial, 42 ch		
				*Barra II, 50 ch		
				*Turn-to, 51 b		
				Your Game, 48 br		
				Restless Native, 60 gr		
				Enchanted Eve, 49 ch		

Note on terminology in this report: **Direct Cross** refers to the exact sire over exact broodmare sire; **Rated Cross** is the cross used to base the TrueNicks rating and may differ from the direct cross to maintain statistical significance; **AEI**: Average Earnings Index; **AWD**: Average Winning Distance (in furlongs). All currency figures converted to U.S. dollars at time of race or sale.

Dosage Profile: 2 3 16 3 0
Dosage Index: 1.18
Center of Distribution: +0.17

Inbreeding: Northern Dancer: 4S X 4D
Nearctic: 5S X 5D
Natalma: 5S X 5D
*Turn-to: 5D X 5D

Pedigree and racing information provided by:





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Starters Considered in Rated Cross		Auction Results - All Foals on Direct Sire/Broodmare Sire Cross				Surface Performance for Rated Cross			
Direct Sire/ Broodmare Sire Cross	5	Type	#Sold	Avg	Med	Type	Dirt	Turf	AW
Additional Starters on Rated Cross	6	Weanlings	1	\$120,000	\$120,000	Starters	8	9	5
Total Starters	11	Yearlings	4	\$144,250	\$152,500	Winners	5	6	3
		2YOs	1	\$105,000	\$105,000	SW	-	2	-

Sire		Broodmare Sire	
Sire Name	Medaglia d'Oro	Broodmare Sire Name	Kris S.
Sire AEI	2.23	Broodmare Sire AEI	1.48
Progeny AWD	7.47 f	Progeny AWD as BM Sire	7.41 f
Chief Earner	Rachel Alexandra (\$3,506,730)	Chief Earner	Zenyatta (\$7,304,580)

	All Foals Bred on Rated Cross			By Sire Line with Other Mares	Out of BM Sire Line with Other Sires
	All Foals	Colts	Fillies	All Foals	All Foals
Foals of Racing Age	13	9	4	3,341	2,153
Starters (% Foals of Racing Age)	11 (85%)	7 (78%)	4 (100%)	2,130 (64%)	1,653 (77%)
Winners (% Starters)	10 (91%)	7 (100%)	3 (75%)	1,373 (64%)	1,188 (72%)
SW (% Starters)	2 (18%)	1 (14%)	1 (25%)	158 (7%)	88 (5%)
Earnings	\$2,911,673	\$1,526,783	\$1,384,890	\$143,560,699	\$112,117,387
Avg Distance Raced	8.99 f	9.18 f	7.96 f	7.51 f	7.34 f
Avg Winning Distance	9.14 f	9.60 f	8.05 f	7.39 f	7.39 f

Top 15 Foals Bred on Rated Cross				
Name	Sex	Foaled	Sire/Broodmare Sire	Best Race
MARKETING MIX	Filly	2008	Medaglia d'Oro/Kris S.	G1SW
SEÑOR SWINGER	Horse	2000	El Prado (IRE)/Kris S.	G2SW
Dark Cove	Horse	2007	Medaglia d'Oro/Kris S.	SP
Silver Rock	Gelding	2007	El Prado (IRE)/Kris S.	Wnr
Double El	Gelding	1994	El Prado (IRE)/Kris S.	Wnr
Senorita Swinger	Mare	2004	El Prado (IRE)/Kris S.	Wnr
Mixteca	Gelding	2003	El Prado (IRE)/Kris S.	Wnr
Target the Gold	Horse	2006	Medaglia d'Oro/Kris S.	Wnr
Run Like Rachel	Filly	2008	Medaglia d'Oro/Kris S.	Wnr
Prince Balthasar	Horse	2003	El Prado (IRE)/Kris S.	Wnr
Crystian d'Oro	Filly	2008	Medaglia d'Oro/Kris S.	Rnr
Squeeze Time	Horse	2005	El Prado (IRE)/Kris S.	Unr
Unnamed	Horse	2000	El Prado (IRE)/Kris S.	Unr

Note: This cross has fewer than 15 foals of racing age.

Pedigree and racing information provided by:



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