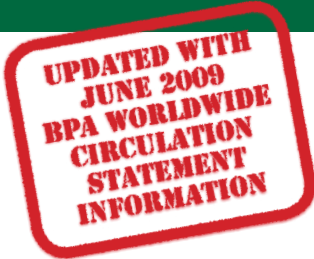


“Facts are stubborn things...”

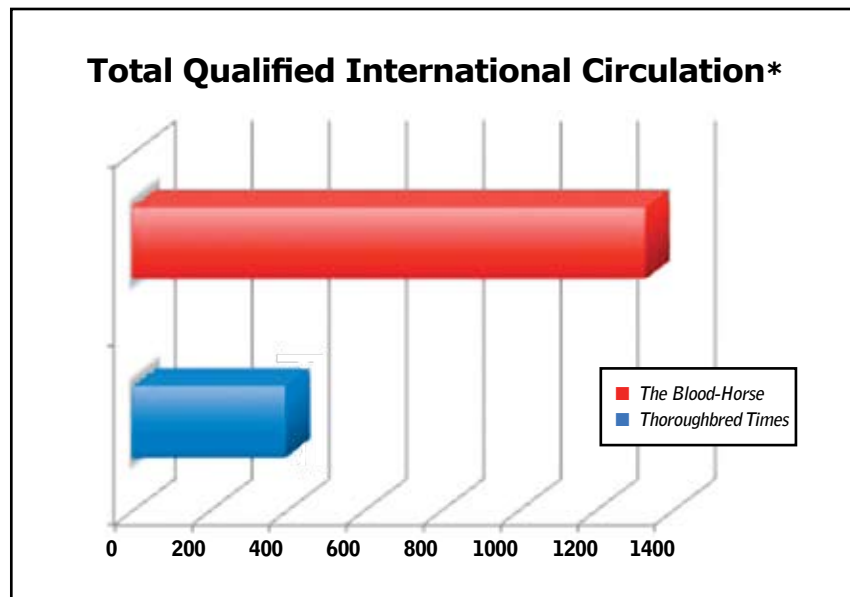
— John Adams (1735-1826)



MEDIA FACT SHEET

To view this information online and read additional media fact sheets, visit:
BloodHorse.com/MediaFactSheet

Outside The United States, One Weekly Thoroughbred Publication Has “The Inside Track” When It Comes To International Circulation: *The Blood-Horse*.



In the Thoroughbred industry, the pace of globalization is quickening and will continue to have a growing impact on how horsemen do business and succeed. Clearly, we are in the midst of a market transformation. The ability to leverage positions in local markets around the world is key.

The good news is, as the necessity to compete and advertise globally in the Thoroughbred world becomes more and more important, one weekly industry publication already reaches more total qualified circulation internationally than the other—by a margin of 3-to-1: *The Blood-Horse*.*

The bad news is that your competition now knows this, too. When you advertise in *The Blood-Horse*, your ad dollar simply goes further. All the way around the world as a matter of fact.

*Source: Comparison of total qualified circulation as reported by the publishers for the periods ending 6/30/09 to BPA Worldwide, the leading B-to-B and consumer audit bureau. Total qualified international circulation: *The Blood-Horse*: 1,242; *Thoroughbred Times*: 377. *Thoroughbred Times* is a registered trademark of Thoroughbred Times Co. Inc.

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