

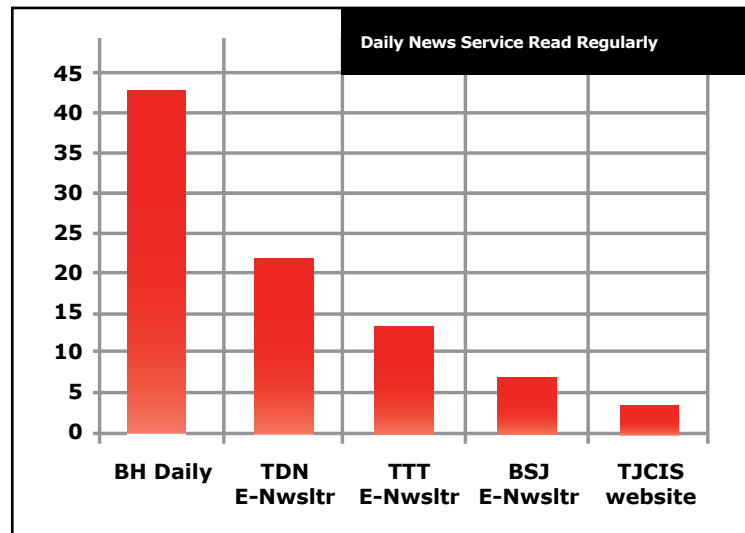
“Facts are stubborn things...”

— John Adams (1735-1826)

MEDIA FACT SHEET

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

You Have To Add The Other Three Together To Match The Performance Of The *Blood-Horse Daily*.



If you read a daily news service in the Thoroughbred industry, there is a good chance that it is the **Blood-Horse Daily** e-newsletter – a free insider’s look at the top headlines and the latest news, information, data and expert analysis from the industry’s top Turf writers. And you would not be alone in reading it.

In fact, in a recent survey, the **Blood-Horse Daily** was the preferred choice of all available daily news services, by almost a 2-to-1 margin over the next closest competitor. When asked which daily news service they read regularly, 43.1% of the survey respondents cited the **Blood-Horse Daily**; 21.7% said *Thoroughbred Daily News* (TDN); 13% said *Thoroughbred Times Today* (TTT); and 6.5% said *Bloodstock Journal* (BSJ).*

The **Blood-Horse Daily** is the only newsletter delivered in a convenient HTML format. It is a sister product to the powerful weekly magazine. And, it is linked directly to the popular and authoritative BloodHorse.com Web site.

Distributed daily to more than 23,900 subscribers (as of November 4, 2008) and preferred by more readers. When you want to reach the industry’s largest audience on a daily basis, there’s really only one choice: **Blood-Horse Daily**.

Source: The Matrix Group, Inc. 2008 Reader Survey for *The Blood-Horse*, October 2008. *Thoroughbred Daily News*, *Thoroughbred Times Today*, and *Bloodstock Journal* are registered trademarks of their respective owners.

100808-007v.1

Blood-Horse
SINCE 1916

CORPORATE HEADQUARTERS:

3101 Beaumont Centre Circle ■ Lexington, KY 40513 U.S.A.
Tel.: (800) 866-2361 ■ (859) 278-2361 ■ Fax: (859) 276-6706
BloodHorse.com ■ Email: advertise@BloodHorse.com