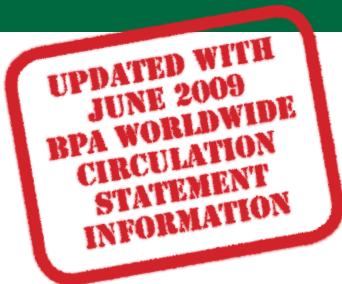


"Facts are stubborn things..."

— John Adams (1735-1826)



MEDIA FACT SHEET

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**Corner to Corner, Coast to Coast, and Around the World,
One Weekly Thoroughbred Industry Publication Reaches More People.***

Region	<i>The Blood-Horse</i> Qualified Paid Circulation*	<i>Thoroughbred Times</i> Qualified Paid Circulation*	<i>The Blood-Horse</i> Advantage	
New England/Mid-Atlantic	4,259	3,107	1,152	37%
South Atlantic	4,263	2,816	1,447	51%
North Central	4,266	2,792	1,474	53%
South Central	5,906	4,106	1,800	44%
Mountain/Pacific	3,922	3,037	885	29%
United States Total	22,616	15,858	6,758	34%
Canada	532	200	332	166%
Other International	590	144	446	310%
Other	120	33	87	264%
Total	23,858	16,235	7,623	47%

From owners and breeders to trainers and track workers, farm managers to farm workers, veterinarians to bloodstock agents, administrative staff to insurance agents, and from general racing enthusiasts to every member of Thoroughbred Owners and Breeders Association (TOBA)**... *The Blood-Horse* reaches every facet of the Thoroughbred industry week after week.

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*Source: Comparison of total qualified paid circulation based on the issue of May 30, 2009, as reported by the publishers on the June 2009 Circulation Statement to BPA Worldwide, the leading B-to-B and consumer audit bureau. New England/Mid-Atlantic: ME, NH, VT, MA, RI, CT, NY, NJ, PA. South Atlantic: DE, MD, DC, VA, WV, NC, SC, GA and FL. North Central: OH, IN, IL, MI, WI, MN, IA, MO, ND, SD, NE, KS. South Central: KY, TN, AL, MS, AR, LA, OK and TX. Mountain/Pacific: MT, ID, WY, CO, NM, AZ, UT, NV, AK, WA, OR, CA and HI. Other International: includes International and Mexico. Other: includes US Territories and APO/FPO. Visit www.BPAWW.com for more information. *Thoroughbred Times* is a registered trademark of Thoroughbred Times Co. Inc. **TOBA purchases subscriptions to *The Blood-Horse* for each member. As reported on the June 2009 Circulation Statement, these Membership Benefit Subscriptions averaged 2,260 copies.

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