



you **WIN**
when you **PLACE**
and **SHOW**
on the

on
trackTM
network

MEDIA KIT

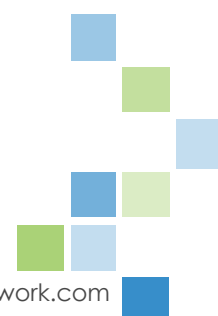
ONTRACK NETWORK

- Easy to plan, buy, and execute
- Easy to reach people throughout North America in a dynamic rich media
- Easy to engage, measure, and integrate

Reach your prime prospect...

In an uncluttered, welcoming environment where viewers are **10X** more likely to notice your advertisement than traditional static media and **6X** higher than TV.

NORTH AMERICA'S MOST EXCITING DIGITAL
OUT-OF-HOME NETWORK



WELCOME TO ONTRACK - NORTH AMERICA'S NEWEST DIGITAL OUT-OF-HOME NETWORK.

Horse racing has always been one of America's favorite spectator sports, with hundreds of race meetings 364 days a year. But access to this massive audience has been regionally fragmented, making national media buys impractical. Now, ONTrack has aggregated a network of 1,100 horse racing venues to deliver this prime audience to sponsors and advertisers.

ONTrack harnesses a captive audience

The ONTrack Network raises the stakes in audience delivery, offering advertisers a dedicated, targeted audience of 83 million adults in an uncluttered, high-impact environment. ONTrack delivers viewers who are fully engaged, focused and welcoming... we are their destination.

One buy reaches 83 million adults

In a fragmented media universe, ONTrack provides advertisers with the full attention of extremely desirable consumers. They congregate, eyeballs are focused, minds are open and receptive to your advertising messages.

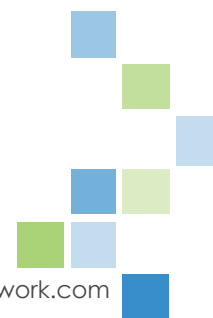
Your best bet in out-of-home networks

ONTRACK DRIVES YOUR MESSAGES INTO THE FOREGROUND



Conventional broadcast media segregate ads from content, making zapping a snap and creating fragmentation. The ONTrack Network guarantees audience attention and ad impact by fully integrating ads with high interest editorial content. Ads run concurrent with ever-changing information

on odds, track conditions and other data, timed to coincide with highest fan interest.



ABOUT THE NETWORK

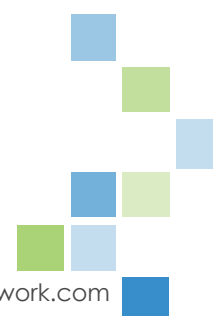
Established turf New media option

Video screens are a central part of the show. They're continually studied by the audience, used as a handy video "program" to follow the action at dozens of tracks. Because the vast majority are bettors, viewers are vitally interested in the content, increasing the impact and frequency of message exposures.

ONTrack offers advertisers [new and exciting ways of reaching the elusive consumer](#) in a self-selected, targeted environment.

- Well established network with research to support advertiser inquiries
- Digital Out-of-Home Networks are one of the [fastest growing media options](#) for advertisers: 20.7% growth for 2007
- Viewers are [10x](#) more likely to notice your advertisement than traditional static media and [6x](#) higher than TV
- Audience with a vested interest
- Integrated media opportunities that engage the consumer through multiple touch points
- [83](#) million viewers
- [33,000](#) screens
- [1,100](#) locations
- US and Canada – One call, One buy
- High reach + frequency
- 10% ad edit ratio (3 minutes per 30 minute race)
- Measurable media
- High ROI
- On average 75 races per day with 364 days per year

TNS Sport Report, 2006



ABOUT THE AUDIENCE

Why you need OnTrack!

INCREASE IN HORSE RACING FAN BASE OUTPACES ALL MAJOR LEAGUE SPORTS *

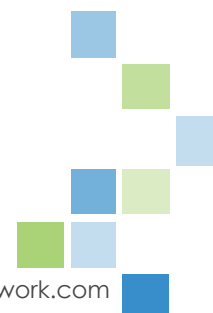
- Nearly 90% of Americans 18+ actively follow a sport.
- While most major league fan bases stagnated, declined or showed single-digit increases, horse racing led the way with a **12.7% increase** between 1999 and 2006.
- 5% increase in the past year alone.

League	2001	2002	2003	2004	2005	2006	Change 1999 to 2006
Horseracing	33.8	35.0	35.6	37.4	33.8	35.4	12.7%
NFL	65.8	66.1	66.2	67.5	67.8	68.4	3.2%
MLB	59.4	58.7	58.7	60.1	59.7	59.1	-3.3%
NBA	48.8	48.1	48.3	48.3	47.2	46.7	-3.5%
NHL	34.0	34.0	34.1	32.7	28.0	31.0	-10.7%
College Football	54.7	54.9	55.8	56.1	56.2	58.2	7.8%
College Basketball	46.0	44.9	45.6	46.3	46.4	47.1	1.7%
NASCAR	44.9	44.7	43.2	43.4	43.3	42.0	5.5%

- The horse racing fan base ranks in the **top third of the thirty major sports**, just behind NASCAR and ahead of professional golf.
- The female appeal of horse racing makes it a **more balanced buy than some male-dominated sports**.
- Active horse racing fans are dramatically over index in affluence and disposable income – they're **36% more likely to earn between \$70,000 and \$100,000 than the average American**.

*ESPN Sports Poll January through December 2006

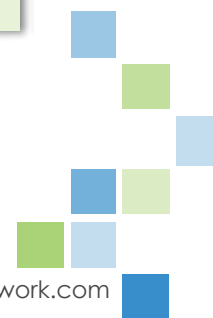
AN ACTIVE, AFFLUENT TARGET GROUP



DEMOGRAPHIC PROFILE OF ACTIVE** HORSE RACING FANS

	US Pop 18+	Active HR fans 18+	Index
18 to 24	13.0	12.9	99
25 to 34	18.2	18.7	103
35 to 44	17.3	18.9	109
44 to 54	21.8	22.6	104
55 to 64	12.8	12.0	94
65+	16.8	14.9	89
Male	48.6	54.9	113
Female	51.4	45.1	88
Northeast	19.1	21.3	112
Midwest	22.0	22.6	103
South	37.3	30.6	82
West	21.6	25.5	118
< HS Grad	15.5	10.9	70
HS Grad	31.3	31.6	101
Some College	19.9	20.1	101
College Grad+	31.4	36.1	115
Under \$50K	40.2	38.8	97
\$50 - 70 K	12.3	12.4	101
\$70 - 100 K	10.7	14.5	136
\$100 K +	10.9	7.5	69
White	78.9	79.8	101
Black/AA	11.2	10.5	94
Asian	0.5	0.4	80
Hispanic Origin	12.4	16.6	134
Married/Partnered	55.8	57.0	102
Single	24.3	24.5	101
Divorced/Separated	9.8	9.2	94
Widowed	7.9	7.3	92

**"Active" horse racing fans place a bet between "once or twice a year" and "a few times a month". TNS Sport Report, 2006



THE TRACK

- Ads to run from 1 p.m. to 12 a.m. Eastern Standard Time
- 83 million focused individuals
- Primary age 35 to 54
- 1,100 locations
- 364 days a year
- 33,000+ screens
- Wide reach and **High Frequency**

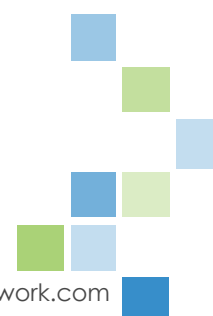
THE AUDIENCE

- **Male 54.9%**
Female 45.1%
- 37% of patrons recently surveyed attend the track more than once a week*
- 72% of visitors are betting... **vested interest in the screens**
- Higher than average adults 35 to 54 cohort
- Interest in sports
- College and university education
- Beer drinkers
- Cable tv subscribers
- Internet users

AUDIENCE ATTITUDES TOWARDS ADVERTISERS AND SPONSORS

- 56.7% agree: Advertiser is a leader in its industry
- 52.3% agree: Makes them feel good about the company
- 36.6% agree: Makes them feel they want to buy the company's product

*TNS Sport Report, 2006





ONTRACK'S LIMITED TIME OFFER

GET ONTRACK NOW WITH 'FOUNDATION BONUS' REACH PLAN

In addition to all the attractive audience features, early adopters qualify for a Bonus Reach plan. For a limited time, new advertisers pay half of the rate card and receive the first opportunity for high-profile cornerstone promo placements.

FOUNDATION BONUS

- 30 second spots
- Low ad to editorial ratio...10%...
3 minutes per 30 minute race
- Content is dynamic and changes every 20 to 30 minutes
- Dwell time per screen is 6 minutes, every 20 to 30 minutes
- Positioned for maximum awareness in highest dwell times per race

OPPORTUNITIES

There are countless added value opportunities for integrated campaigns:

- Contests
- Cross-promotions
- Sampling
- SMS
- Literature distribution

ADD 'HORSE POWER' TO YOUR MEDIA PLAN

