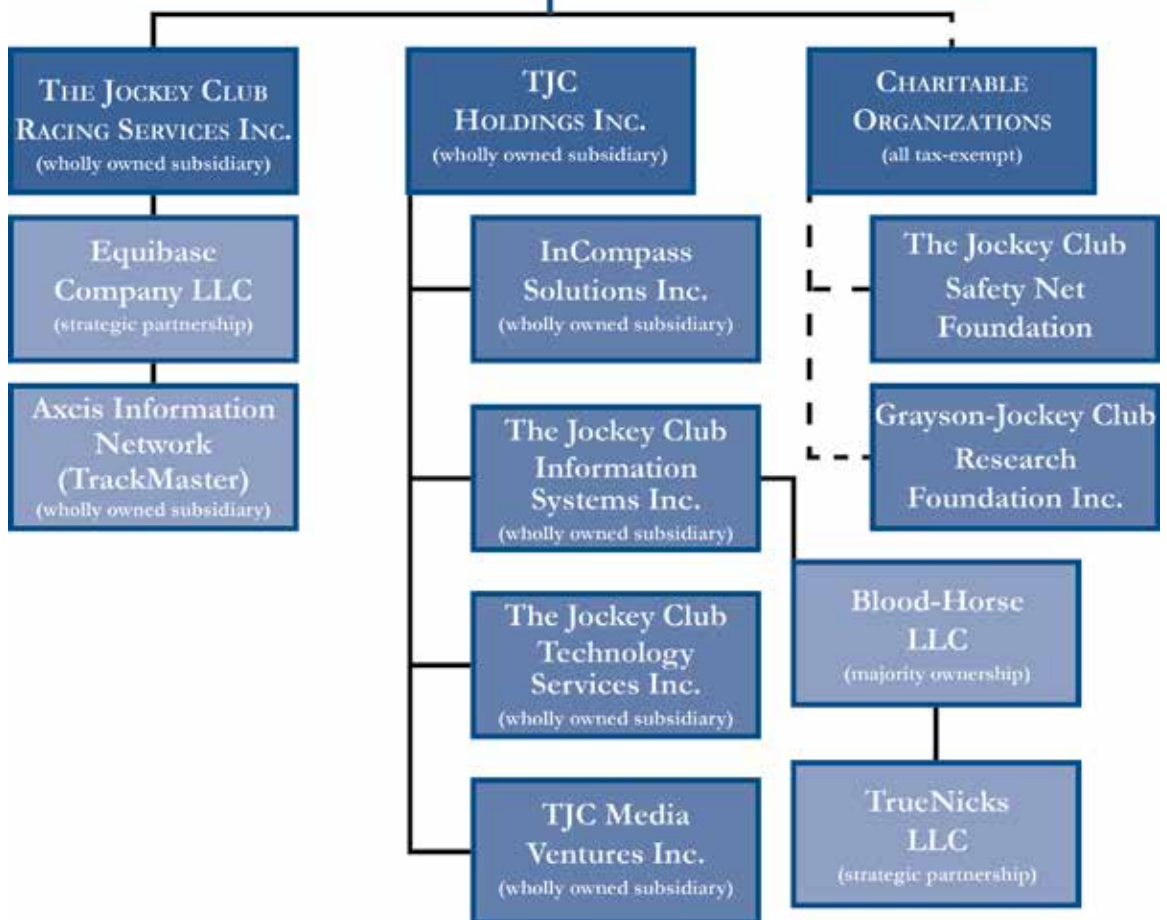


THE JOCKEY CLUB

(tax-exempt non-stock membership corporation; governed by board of stewards)





Media Ventures

TJC Media Ventures is a commercial subsidiary of The Jockey Club that oversees the new-fan development activities, primarily under the “America’s Best Racing” (ABR) brand. The company uses a multi-media strategy that involves traditional media outlets, national television, mobile technologies, and a national radio show and podcast, as well as social and digital media to introduce new and casual fans to the vibrancy of the sport of Thoroughbred racing.



Through *americasbest racing.net*, ABR increases the profile and visibility of North America’s best Thoroughbred racing events, with a focus on the sport’s lifestyle and competition. In 2017, ABR launched the app “Stay Lucky,” which is available for Apple and Android devices, and a national weekly radio show and podcast, “The Winner’s Circle,” in conjunction with SB Nation Radio. Stay Lucky enables fans to share in the lifestyle and competition of the sport of Thoroughbred racing via access to all of ABR’s content, as well as access to the free, easy-to-play weekly Stay Lucky contest, which offers fans the opportunity to win prizes while building winning streaks, including a grand prize of \$1 million for a streak of 20.

“The Winner’s Circle” airs in more than 80 national markets every Saturday morning at 10 a.m. ET on *SBNationRadio.com* and the SB Nation Radio app.

ABR Films produces long- and short-form videos and multipart docuseries, which are distributed across ABR’s digital and social channels, as well as *NBCSports.com* and *CBSsports.com*. One of ABR Films’ projects, a three-part docuseries, focused on the critical and highly effective role that horses, including retired racehorses, play in addressing the epidemic of U.S. military veterans returning from combat with post-traumatic stress disorder.

TJC Media Ventures
40 East 52nd Street • New York, NY 10022
americasbest racing.net
(212) 371-5970
Stephen Panus, President



Registry

The Jockey Club Registry is the breed registry for Thoroughbred horses in the United States, Canada and Puerto Rico. It integrates modern technologies into traditional registration procedures to streamline its operations for the benefit of all owners and breeders.

Interactive Registration (IR)

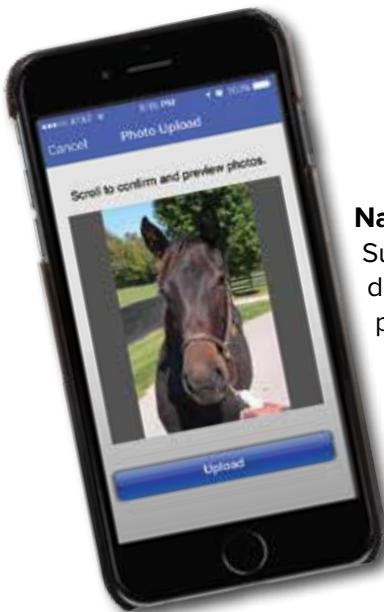
IR is a FREE service that enables Thoroughbred owners and breeders to transact business electronically with the registry or access many of The Jockey Club's initiatives and identification services.

Online Names Book

Use the online names book to check a name to see if it is currently in use or otherwise unavailable.

Registry Mobile

Mobile enables customers to access the Online Names Book, Recently Released Names, and Tattoo Research.



Naming App

Submit name claims, name changes, and name reserves directly to the Registry with this app. The Generator produces potential names for your Thoroughbred.

Identification App

Use this app to submit markings and upload photos for registration from your photo list and transmit them directly to the Registry.

The Jockey Club Registry
821 Corporate Drive • Lexington, KY 40503
registry.jockeyclub.com
(800) 444-8521
Rick Bailey, Registrar

EQUIBASE

Equibase Company is a partnership between subsidiaries of The Jockey Club and the Thoroughbred Racing Associations of North America and serves as the Thoroughbred industry's official database. Through *equibase.com* and its mobile applications, Equibase engages fans daily in the promotion of the sport with a comprehensive menu of wagering products and free racing information.

STATS Race Lens

STATS Race Lens is an interactive past performance product that includes four key features: advance search and custom handicapping angles, the ability to back-test handicapping theories, customized past performance data with conditional formatting, and STATS proprietary predictive modeling. STATS Race Lens is also optimized for mobile devices with every feature formatted to be easily viewed regardless of screen size.



Entries Plus

Entries Plus takes the data found in each race entry along with basic racing performance information and presents it in an interactive, graphic format.

Virtual Stable

Virtual Stable lets you track your favorite horses, jockeys, trainers, tracks, and leading contenders in a race series or carryovers via e-mail when there is activity — and it's free.

Statistics

Equibase provides current and prior year's statistics back to 2000 along with all-time leaders and leaders by track in a searchable and sortable format plus individual Profiles on horses, jockeys, trainers, owners, tracks and Graded Stakes races.



Today's Racing app
Stay connected to racing with all available entries, Entries Plus, changes, results, and more



Equibase Racing Yearbook app
Watch replays of Graded Stakes races from 2010 to current



iPPs by Equibase for iPad
Customize and "mark-up" past performance programs

Equibase Company
821 Corporate Drive • Lexington, KY 40503
equibase.com
(800) 333-2211
Jason Wilson, President and COO

BLOODHORSE

The BloodHorse's mission is to serve the Thoroughbred owner and breeder with integrity and improve breeding and racing through Thoroughbred magazines, *BloodHorse.com*, and a variety of professional products and services. The BloodHorse is a partnership between The Jockey Club Information Systems and the Thoroughbred Owners and Breeders Association.

BloodHorse magazine/tablet and website

The flagship publication, founded in 1916, *BloodHorse* is regarded as the Thoroughbred industry's premier international weekly news publication and website (*bloodhorse.com*) for comprehensive racing and breeding information and analysis. The magazine is also available weekly in an enhanced tablet version, containing the same content as the printed edition, with additional content and functionality. The tablet version is available before the magazine is delivered to subscribers.



BloodHorse Daily

BloodHorse Daily provides the Thoroughbred professional daily news, analysis, race entries, results and replays. Available as a free mobile application and a PDF emailed to you in a daily newsletter, BloodHorse Daily provides a recap of the previous day and an all-important look at the day ahead. In addition, Amazon Alexa can be used to listen to BloodHorse Daily feature stories. The Daily has a worldwide reach and is the most widely subscribed daily news product in the industry.

BloodHorse – Weatherbys Global Stallions App

Developed by the two leading sources for stallion information, this free app provides continually updated graphs, charts, and statistics pertaining to stallions standing in North America and Europe and timely worldwide racing information about their offspring.



In addition, BloodHorse publishes the Stallion Register (print and online), the breed's most comprehensive national and international listing of breeding stallions; Auction Edge, the industry's leading Thoroughbred auction sales supplement; numerous annual professional products; and numerous magazines, including *Keeneland*, *New York Breeder*, and *California Thoroughbred* through our Custom Publishing Division. Online, BloodHorse offers StallionRegister.com and provides the TrueNicks™ pedigree rating system in partnership with a pair of companies specializing in pedigree analysis.

BloodHorse
3101 Beaumont Centre Circle • Lexington, KY 40513
bloodhorse.com
(800) 582-5604
John Keitt, CEO, Publisher, and Editorial Director



The Jockey Club companies provide the industry with a wide range of products and services. Profits from the commercial entities enable The Jockey Club to provide financial support to important industry initiatives.

Among the initiatives and organizations supported by The Jockey Club

| | |
|---|---|
| America's Best Racing | North American Thoroughbred Ratings |
| American Horse Council | National Thoroughbred Racing Association |
| Coalition for Horse Racing Integrity | OwnerView |
| Equine Injury Database | Racetrack Chaplaincy of America |
| Fayette Alliance | Racing Commissioners International |
| Godolphin Thoroughbred Industry Employee Awards | Racing Medication and Testing Consortium |
| Groom Elite | Racing Officials Accreditation Program |
| Horse Country | Racing Surfaces Testing Laboratory |
| Horse Racing Reform | Retirement Check-Off Program |
| International Federation of Horseracing Authorities | Thoroughbred Aftercare Alliance |
| International Stud Book Committee | Thoroughbred Charities of America |
| International Thoroughbred Breeders Federation | Thoroughbred Connect |
| Jack Goodman Scholarship at University of Arizona | Thoroughbred Incentive Program |
| Jockey Health Information Systems | Thoroughbred Tattoo Identification Services |
| Jockey Injury Database | Thoroughbred Retirement Foundation |
| Man O' War Project | Thoroughbredrulings.org |
| National Equine Disease Communication Center | University of Arizona Race Track Industry Program |
| National Museum of Racing and Hall of Fame Website | Unwanted Horse Coalition |
| North American Racing Secretaries Association | Welfare and Safety of the Racehorse Summit |



The Jockey Club
821 Corporate Drive
Lexington, KY 40503
(859) 224-2700

jockeyclub.com

The Jockey Club
40 East 52nd Street
New York, NY 10022
(212) 371-5970

James L. Gagliano, President and COO
Matt F. Iuliano, Executive Vice President and Executive Director
Laura Barillaro, Executive Vice President and CFO



Grayson-Jockey Club Research Foundation

Grayson-Jockey Club Research Foundation is traditionally the nation's leading private source of equine research funding, and it helps all breeds.

Since 1983, Grayson-Jockey Club has individually provided more than \$26.3 million for 358 projects at 43 universities in North America and overseas.

Grayson-Jockey Club Research Foundation
821 Corporate Drive • Lexington, KY 40503
grayson-jockeyclub.org
(859) 224-2850
Edward L. Bowen, President



Safety Net Foundation

The Jockey Club Safety Net Foundation is a charitable trust that provides, on a confidential basis, financial relief and assistance to needy members of the Thoroughbred industry and their families. Assistance includes financial aid, medication, surgical and hospital costs, therapeutic equipment, voice-recognition computers for quadriplegics and wheelchair-accessible vans, among other needs.

Since 1985, The Jockey Club Safety Net Foundation has disbursed more than \$15.5 million in benevolence.

The Jockey Club Safety Net Foundation
40 East 52nd Street • New York, NY 10022
tjcfoundation.org
(212) 371-5970
Shannon Kelly, Development Manager



Information Systems

The Jockey Club Information Systems Inc. (TJCIS) is the leading research and production source of North American Thoroughbred sales catalog pedigrees. TJCIS writes catalog pages for a host of sales companies. In 2015, The Jockey Club Information Systems purchased a majority ownership in BloodHorse.

Equineline.com

Equineline.com is the international source for Thoroughbred and American Quarter Horse pedigrees, race records, mare produce records and sire reports as well as the innovative Portfolio Service, Trainer Program, Farm Program and Owner Program management services.

Mare Produce Records Online Service/Apps

This app provides unlimited access to important and continually updated information from around the world for all Thoroughbred mares and their offspring.



Sales Catalog App

This free app enables download of sales catalog books to iPads to assign ratings, record conformation notes and veterinary information, hand write notes, highlight pages, perform customized searches, create short lists, etc.



Custom Reports

These reports are developed from the worldwide database used by The Jockey Club Information Systems, from mating decisions to bloodstock investments, from detailed track information to specific racing and sales results.



Pedigree Binder

Horse Farm Management System (HFMS)

Information such as Horse Inventory, Breeding and Health Record Information, Billing and Accounts Receivable Information for Board and much more are easily accessed. HealthBook enables use of a tablet PC with HFMS.

Pedigree Binder

A complimentary feature that provides a unique, easy way to manage, store and view your Equineline pedigrees online. The online binders can be personalized with your own photos and binder covers and easily shared.

The Jockey Club Information Systems Inc.
821 Corporate Drive • Lexington, KY 40503

tjcis.com

(800) 333-1778

Carl E. Hamilton, Chairman and CEO

TrackMaster

AN **EQUIBASE** COMPANY

TrackMaster, an Equibase Company, provides horse racing information to handicappers of every skill level, but with a particular focus on the more advanced player. TrackMaster offers a wide array of electronic racing products for all modern display devices for Thoroughbred, Quarter Horse and Harness Racing.

TrackMaster provides many enhanced and value-added statistics, including the TrackMaster proprietary Power Ratings, Equibase Speed Figures, Equibase Class Ratings, TrackMaster Pace Style Figures, Equibase Pace Figures, sire and dam information, jockey, driver and trainer statistics, in addition to investment return (ROI) statistics.

TrackMaster also services harness tracks and their websites by developing enhanced data for video broadcast, an automated morning line, an interactive statistical database called "StatsMaster," and a simple-to-understand selection product.

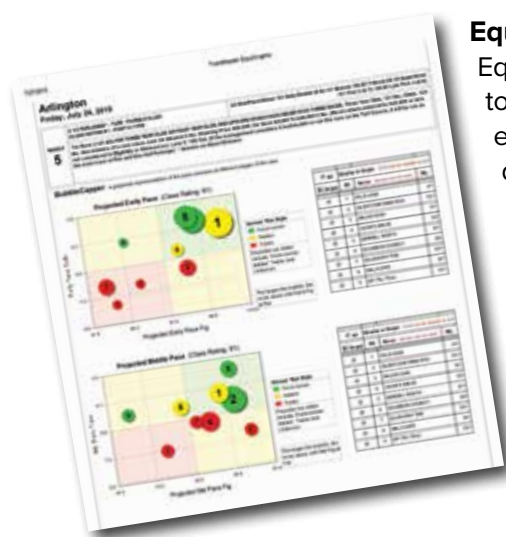
Pocket Handicapper Suite and Tablet Handicapper

The TrackMaster Pocket Handicapper Suite, an all-in-one handicapping tool for smartphones, and the Tablet Handicapper for tablets give users the power of many TrackMaster products in the palm of their hand to quickly handicap a race.



Past Performances

TrackMaster offers a wide array of past performance products available in PDF and a variety of data files for those who use their own or third-party software.



EquiGraphix

EquiGraphix is a visual handicapping tool presented in a simple format and enables users to access important data quickly and easily. Pace analysis, handicapping angles, speed figure patterns and much more are all contained in the utility.

TrackMaster
c/o Equibase • 821 Corporate Drive • Lexington, KY 40503
trackmaster.com
(800) 321-3343
David C. Siegel, President



InCompass Solutions

InCompass Solutions Inc. is the industry's leading technology solutions and software provider for racetracks and simulcast facilities throughout North America. InCompass offers consulting to racing facilities to help them take advantage of statistical racing and customer data.

Track Manager System

The newly released Track Manager System services every Thoroughbred racetrack in North America. A new domestic version for North America has been released and is now being rolled out to all customers, and a completely redesigned version that supports both Spanish and Portuguese has been introduced to the international marketplace.

Interactive Racing Office

To streamline the entry process for both racing office personnel and trainers InCompass has introduced the Interactive Racing Office. This platform enables trainers to make entries using their desktop or tablet devices during off-hours as well as while entries are being taken.

A dashboard alerts trainers of horses on lists, upcoming expiration of Coggins and vaccines, a complete horse inventory including where those horses are stabled, and the status of entries that have been submitted. Once a race is closed the trainer will have access to the race with all horses and their PPs. A chart will be available after the race.

Condition Book Matrix

The Condition Book Matrix module is now integrated into the Track Manager system. It provides racing secretaries a retrospective statistical insight into how races with certain conditions have filled and displays eligible horses in the area that are likely available to race. It provides a robust copy/paste feature for very quick creation of new condition books.

Simo-Central.com

Simo-Central provides web access to all North American simulcast programs in seven languages to simulcast sites around the world. A custom simulcast calendar is also available, which automatically alerts users to changes in host track schedules eliminating the time-consuming task of making regular calls to all simulcast partners.

InCompass360

InCompass360 is a software and consulting service that supports customer segmentation, targeted marketing and loyalty programs. Various sources of data are assembled in a 360-degree view within the software. Areas of focus include wagering, admissions, ticketing, food and beverage, and gift shop. A new group sales package will be rolled out in late 2018.

InCompass Solutions Inc.
821 Corporate Drive • Lexington, KY 40503
incompass-solutions.com
(859) 296-3000
Brad Kimbrell, President



Technology Services

The Jockey Club Technology Services Inc. (TJCTS) provides technology solutions that encompass software development, technology consulting, and hosting and managed services to address organizations' business needs and assist in defining and implementing complex business transformations. TJCTS serves The Jockey Club companies, the Thoroughbred industry as a whole, and other clients.

Software Development Services

- Develop interactive applications across platforms, including mobile and cloud technologies
- Build dynamic, engaging, data-driven websites spanning ecommerce, content management systems, digital products and more
- Provide enterprise-level software solutions for diverse platforms, including data services, business analytics, document publishing, and work flow management



Consulting Services

- Design and project management services for software development, IT infrastructure and system integration, and cyber-security
- Provide consulting services for business process engineering and corporate information systems

Hosting / Managed Services

- Co-location, clouds services, and data center virtualization
- Servers, databases, network devices, and security
- Disaster recovery planning, design, and implementation
- 24X7 Infrastructure/Application monitoring and problem resolution



The Jockey Club Technology Services Inc.
821 Corporate Drive • Lexington, KY 40503

tjcts.com
(859) 224-2700

Harold Palmer, President