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BREEDERS' CUP SELECTS THOROUGHBRED CHARITIES OF AMERICA AS BENEFICIARY

LEXINGTON, Ky. (Aug. 10, 2010) – The Breeders' Cup announced today that it has selected Thoroughbred Charities of America, ("TCA") as a beneficiary of the 2010 Breeders' Cup World Championships to be held November 5-6 at Churchill Downs in Louisville, Kentucky.

Breeders' Cup Charities was formed in 2008 to partner with and raise funds and awareness for broad-based charitable organizations. The Breeders' Cup will assist TCA in its fundraising efforts through public service announcements, utilizing its online platforms, creating a trackside presence at Churchill Downs, and fan directed contributions of the organization's initiatives.

This is the second consecutive year that TCA has been a beneficiary of the Breeders' Cup.

"TCA continues to be a leader in supporting important Thoroughbred causes that affect our industry in so many positive ways," said Greg Avioli, Breeders' Cup President and CEO. "We are honored to extend our relationship with TCA and the Thoroughbred Owners and Breeders Association for this year's World Championships."

TCA was formed in 1990 to raise funds for those charities in the Thoroughbred industry which provide a better life for Thoroughbreds both during and after their racing careers by supporting retirement, rescue, and research and by helping the people who work with them. In 2010, TCA granted \$860,672 in funds to 81 Thoroughbred industry related non-profits.

"We are thrilled and honored to be recognized again as a beneficiary of the Breeders' Cup in 2010," said Dan Rosenberg, president of TCA. The added visibility they are providing will raise awareness of the need to care for horses when their racing careers come to an end and will enable us to continue to assist so many individuals and organization who work so hard to provide homes and secondary careers for retired Thoroughbreds."

About Breeders' Cup

The Breeders' Cup administers the Breeders' Cup World Championships, Thoroughbred racing's year-end Championships. The Breeders' Cup also administers the Breeders' Cup Challenge qualifying series, and the Breeders' Cup Stakes Program, which will provide racetracks and horsemen nearly \$4 million in purse enhancements this year. Total purses for this year's two-day event at Churchill Downs, Nov. 5-6, will be \$26 million. The 2009 Breeders' Cup delivered nearly \$125 million in winning wagers to fans at betting locations around the globe. Breeders' Cup press releases appear on the Breeders' Cup Web

site, www.breederscup.com. You can also follow the Breeders' Cup on social media platforms Facebook, Twitter and on YouTube.

About Thoroughbred Charities of America

The mission of Thoroughbred Charities of America (TCA) is to provide a better life for Thoroughbreds, both during and after their racing careers by supporting retirement, rescue and research and by helping the people who work with them. TCA raises money for distribution to charitable organizations that work to uphold our mission in four categories including Thoroughbred rescue, retirement, retraining and adoption; research; education and backstretch programs; and therapeutic riding programs.