

THE INDUSTRY SPEAKS

"HORSEPLAYER GETS RESULTS"

"Breeders' Cup chooses *HorsePlayer* because of its' ability to reach all segments of the wagering public, especially frequent and high-end players."

Ken Kirchner

Director of Simulcasting, Breeders' Cup LTD

"Horse racing is a collaboration of many exciting elements, and *The HorsePlayer Magazine* brings them all to life."

David Crupi

Racebook Director, Mohegan Sun

"Just as investors need a magazine like *Money* or *Fortune* to help them get the most out of the data in *The Wall Street Journal*, horse race investors need *HorsePlayer* to help them profit from the information in *Daily Racing Form*."

Steve Fierro

Reno Hilton Handicapping Tournament Director

"*The HorsePlayer Magazine* knows how to communicate to horseplayers and has assisted the Golden State Rewards Network's launch throughout the state of California. We're very pleased with the results."

T. Pat Stubbs

Project Director, Golden State Rewards Network

"*The HorsePlayer Magazine* has been an effective tool for us in building brand awareness among core racing fans. Additionally, *HorsePlayer* provides us with a unique content solution that helps us extend our brand to the online horseracing community. It truly is a win-win partnership."

Christopher Lee

Marketing Manager, TVG