



THE 2015 BREEDERS' CUP AT KEENELAND

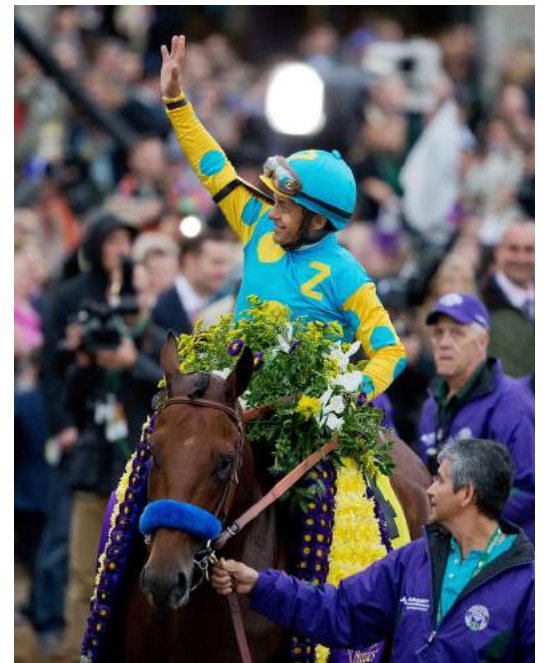
FACT SHEET



The **2020 Breeders' Cup World Championships** will mark the second running of the event at **Keeneland**, which hosted the Breeders' Cup in 2015 and presented a memorable homecoming in the heart of the Thoroughbred industry. Capping the series of 13 Grade 1 races worth \$26 million was the performance of Triple Crown winner American Pharoah, who became horse racing's first Grand Slam winner following his 6½-length win in track-record time in the final race of his career, the \$5 million Breeders' Cup Classic (G1).

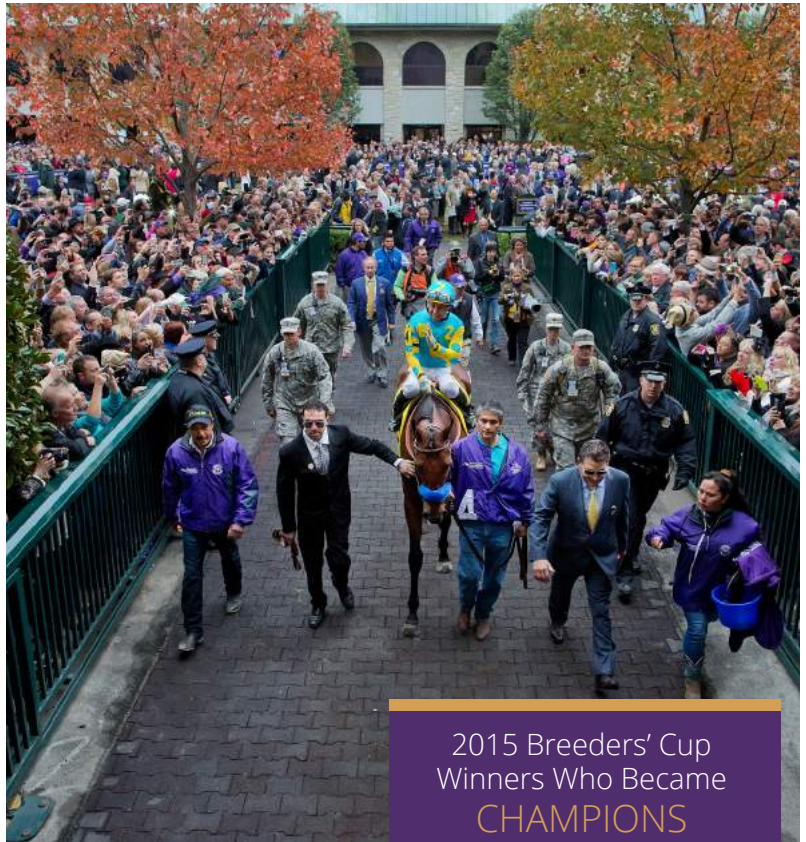
Highlights from the 2015 Breeders' Cup World Championships at Keeneland

- All-sources wagering totaled **\$150+ million** for the two-day Breeders' Cup at Keeneland.
- Two-day on-track handle at Keeneland was **\$20+ million**.
- Keeneland welcomed **44,947 fans** Friday, Oct. 30, for a record Breeders' Cup Friday attendance.
- Keeneland hosted **50,155 fans** Saturday, Oct. 31, for a record single-day attendance for the track.
- **More than 1,500 people** attended the Breeders' Cup Post Position Draw at Keeneland, Monday, Oct. 26, marking the largest attendance for any draw event in Thoroughbred racing.
- **Thousands** attended "Breakfast at the Breeders' Cup" during Breeders' Cup Week for breakfast, free tours and trackside commentary while watching contenders train over the Keeneland track.
- The Breeders' Cup at Keeneland was one of the deepest editions of the Breeders' Cup ever held, with **161 total starters** including **25 from overseas**.
- Among the thrilling performances, in addition to **American Pharoah**, popular sprinter **Runhappy** set a track record in the TwinSpires Breeders' Cup Sprint (G1), and the fillies **Found (IRE)** and **Tepin** won the Breeders' Cup Turf (G1) and Breeders' Cup Mile (G1), respectively, against males.
- **4.6 million viewers** watched the NBC telecast of the Breeders' Cup.



Lexington Sets New Standard for Cities hosting the Breeders' Cup

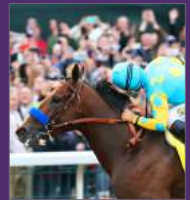
- The 2015 Breeders' Cup at Keeneland generated a **\$65 million** economic impact on Lexington.
- The Central Kentucky business community and horse industry embraced the Breeders' Cup with **unprecedented enthusiasm** to support the KentuckyOne Health Breeders' Cup Festival. Held Oct. 24-31, the Festival featured free outdoor concerts in the Courthouse Plaza and Cheapside Park; tours of area Thoroughbred farms; art exhibits and plays; a food truck competition titled the Feeders' Cup and the "Kentucky for Kentucky" 5k Fun, Run & Walk.
- **65 percent** of attendees polled on-site said they had never been to a Breeders' Cup before.
- Lexington's hotel occupancy was **95 percent** during Breeders' Cup Weekend and 75 percent during Breeders' Cup Week.
- **450 private jets** arrived at Blue Grass Airport during Breeders' Cup Weekend.



2015 Breeders' Cup Winners Who Became CHAMPIONS

AMERICAN PHAROAH

Horse of the Year and Champion 3-year-old male



NYQUIST

Champion 2-year-old male



SONGBIRD

Champion 2-year-old filly



TEPIN

Champion female turf horse



RUNHAPPY

Champion sprinter



2015 BREEDERS' CUP WORLD CHAMPIONSHIPS AT KEENELAND WINNERS

OCT. 30 RACES

	WINNER
\$1 million Breeders' Cup Juvenile Turf (G1)	Hit It a Bomb
\$1 million Las Vegas Breeders' Cup Dirt Mile (G1)	Liam's Map
\$1 million Breeders' Cup Juvenile Fillies Turf (G1)	Catch a Glimpse
\$2 million Breeders' Cup Distaff (G1)	Stopchargingmaria

OCT. 31 RACES

	WINNER
\$2 million 14 Hands Winery Breeders' Cup Juvenile Fillies (G1)	Songbird
\$1 million TwinSpires Breeders' Cup Turf Sprint (G1)	Mongolian Saturday
\$1 million TwinSpires Breeders' Cup Filly and Mare Sprint (G1)	Wavell Avenue
\$2 million Breeders' Cup Filly and Mare Turf (G1)	Stephanie's Kitten
\$1.5 million TwinSpires Breeders' Cup Sprint (G1)	Runhappy
\$2 million Breeders' Cup Mile (G1)	Tepin
\$2 million Sentient Jet Breeders' Cup Juvenile (G1)	Nyquist
\$2 million Breeders' Cup Turf (G1)	Found (IRE)
\$5 million Breeders' Cup Classic (G1)	American Pharoah