

2018 Media Guide

Keeneland Association Inc.

Thoroughbred Racing and Sales

Trustees, Officers, Directors, Staff

Trustees

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Seth W. Hancock
William M. Lear Jr.

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William S. Farish Jr.
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Don Slaughter
Director of Administrative Services

Marc Therrien
Keeneland Hospitality Executive Chef

Jesse Ullery
Sales Associate

Wally Wallace
Director of Maintenance



Keeneland/TeamCoyle

This Media Guide is designed as reference for members of the media covering racing and sales at Keeneland during 2018. For additional information or photographs, please call the Communications Department at 859 254-3412 or 800 456-3412.

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Please refer to the section titled Media Coverage (page 4) for information about requesting credentials; access rules for writers and photographers; and safety rules for being around horses.

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About the Keeneland Association

Located in the heart of Central Kentucky and surrounded by acres of Kentucky Bluegrass, Keeneland is a worldwide attraction that plays an important role in Thoroughbred breeding and racing.

The Keeneland Association was founded in the early 1930s by a group of prominent Central Kentucky Thoroughbred breeders with a goal, outlined in the original prospectus, to "create a model race track to perpetuate and improve the sport and to provide a course that is intended to serve as a symbol of the fine traditions of Thoroughbred racing."

Today Keeneland is a privately held company with a not-for-profit mission. Earnings are reinvested in the operation in the form of higher purses for horsemen and capital improvements, with a substantial portion used for industry innovations, promotion and charitable contributions.

Keeneland pays taxes, but not dividends, and its directors serve without compensation.

As the world's largest Thoroughbred auction house, Keeneland is the preeminent market for yearlings and breeding stock, conducting three sales annually (September Yearling Sale,

November Breeding Stock Sale and January Horses of All Ages Sale).

Graduates of Keeneland sales include 99 horses that have won 107 Breeders' Cup World Championship races; 21 Kentucky Derby winners; 23 Preakness winners; 19 Belmont winners; 11 recipients of the Eclipse Award as Horse of the Year; and five Epsom Derby winners.

In 2017, Keeneland's gross sales totaled \$538,652,600 for 5,940 horses. The average price per horse was \$90,682.

Each April and October, the world's best Thoroughbred owners, trainers and jockeys converge at Keeneland to compete for some of North America's richest purses. Anchoring the Spring Meet are the Grade 2 Toyota Blue Grass and Grade 1 Central Bank Ashland, prep races for the Kentucky Derby and Kentucky Oaks, respectively.

Keeneland's Fall Meet opens with Fall Stars Weekend, featuring nine graded stakes, led by the Grade 1 Shadwell Turf Mile, Darley Alcibiades, Juddmonte Spinster, Claiborne Breeders' Futurity and First Lady. Following the 2015 Fall Meet, Keeneland for the first time hosted the Breeders' Cup World Championships.

Keeneland Racing & Sales Dates

2018 RACING DATES

April 6-27

Oct. 5-27

No racing on Mondays and Tuesdays.

First post is 1:05 p.m. each race day.

2018 SALES DATES

Dates may vary depending on the number of horses cataloged for the sale.

September Yearling

Sept. 10-22

November Breeding Stock

Nov. 6-17

January Horses of All Ages

Jan. 7-11, 2019

General

Location: Six miles west of Lexington on U.S. Highway 60 (Versailles Road), adjacent to Blue Grass Airport.

Visitors: Keeneland is open year-round and welcomes visitors any time. For fans who enjoy watching morning works, horses are training on Keeneland's main track and adjacent training track from 6-10 a.m. (Main track is closed during winter.) Safety around horses is paramount, and Keeneland horses always have the right of way.

Tours: For information about self-guided tours and guided tours, visit Keeneland.com/visiting-keeneland.

Parking: Space for 10,000 cars. General parking free; public preferred parking available.

Total Area of Grounds: 1,034 acres.

Stable Area Capacity: 57 barns, 1,951 stalls.

Main Track: 1 1/16-mile dirt oval, with 4 1/2-furlong and seven-furlong chutes. Stretch length, 1,236 feet. Width, 75-80 feet. The Beard Course begins in a chute on the backstretch and measures seven furlongs, 184 feet. It is named for Major Louis A. Beard, a founding

member of Keeneland. The Headley Course is used for 4 1/2-furlong races for 2-year-olds and begins in a chute on the final turn. It is named for Keeneland's first President, Hal Price Headley.

Turf Course: 7 1/2 furlongs. Stretch length: 1,190 feet. Width: 70 feet at finish line; 58 feet at mile pole. Turf course is called the Haggin Course, named for Louis Lee Haggin, Keeneland's President from 1940-1956.

Training Track: Five furlongs, all-weather.

Admission Prices

Racing

General Admission \$5

Grandstand reserved seats:
(includes \$5 for general admission)

\$10 (Wednesdays-Fridays, Sundays)

\$20 (Saturdays)

All prices include applicable taxes.

Clubhouse: Annual membership.

Children 12 and under admitted free of charge.

Sales: Auctions are free and open to the public. Visitors to the Sales Pavilion are invited to watch from the public gallery located just outside the main selling arena. Concessions are available.

Seating Capacity

| | <u>Grandstand</u> | <u>Clubhouse</u> | <u>Total</u> |
|------------------------------|-------------------|------------------|--------------|
| Stadium Seats | 3,301 | 468 | 3,769 |
| Box Seats | 1,558 | 432 | 1,990 |
| Dining | | | |
| Lexington/ Kentucky Rooms | 544 | | 544 |
| Phoenix Room | 530 | | 530 |
| Blue Grass Room | 176 | | 176 |
| Equestrian Room | 358 | | 358 |
| Lafayette Room | 68 | | 68 |
| Corporate Boxes | 356 | | 356 |
| Keeneland Room | 80 | | 80 |
| Second Floor Main | | 268 | 268 |
| Second Floor Life | | 28 | 28 |
| Second Floor Tavern | | 82 | 82 |
| Second Floor Paddock | | 136 | 136 |
| Third Floor Main | | 270 | 270 |
| Third Floor Paddock | | 144 | 144 |
| | 6,971 | 1,828 | 8,799 |

Employment

Keeneland Employees

| | |
|------------------|-------|
| Full-Time | 184 |
| Racing Part-Time | 1,200 |
| Sales Part-Time | 125 |

The Thoroughbred Center Employees

| | |
|-----------|----|
| Full-Time | 23 |
|-----------|----|

Keeneland Hospitality Employees

| | |
|-----------|-----|
| Full-Time | 21 |
| Part-Time | 850 |