

Attracting, Educating & Engaging New Racing Fans



DRF Mission

Our Promise

Since 1894, *Daily Racing Form* has been racing's newspaper of record and the "Horseplayer's Bible," presenting the indispensable news and past performance information that facilitates wagering which drives the industry.

Daily Racing Form is dedicated to serving the horseplayer and the industry with complete coverage of racing, including trusted news, opinion and analysis, handicapping and wagering tools, and breeding content across its multiple channels and platforms.

DRF at a Glance...



DRF Newspaper
364 days per year
20 regional editions



DRF.com
News & Analysis
Handicapping Products



DRFBets
America's Fastest Growing
Online Wagering Platform



Program Publishing
50+ publishing partners
(live & simulcast)
NYRA, Meadowlands and more



Events
The Eclipse Awards presented by *Daily Racing Form*
DRF/NTRA National Handicapping Championship
DRF Handicapping Seminars



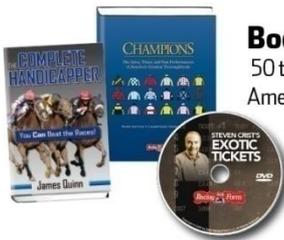
DRF Breeding
Stallion Roster
2013 Buyers Guide
Expanded Sales & Auction Coverage in print and DRF.com



Special Publications
Breeders' Cup Advance
Del Mar / Saratoga Players Guides
DRF Simulcast Weekly

Customer Database
450,000 active customers and horseplayers

Research
Consumer Insights
User Panel



Books & DVDs
50 titles
American Racing Manual

"Morning Line"
and "Harness Line" daily email newsletters
Breeding newsletter to launch early 2013



Harness Racing
DRF Harness Eye (362 days per year)
Daily Harness Program
DRF Harness at DRF.com



Industry Partnerships
NTRA, Breeders' Cup, USTA,
HPBA, TOBA, Keeneland Assn, AQHA



Finding New Fans in 2012

- DRF's Digital Expansion drove 10% increase in New Fans in 3rd Quarter
 1. Enhanced Real-Time Coverage via Social Media
 2. Expanded Video & Handicapping Content
 3. New Fan-Friendly Handicapping Products
 4. Increased Accessibility with DRF Mobile
 5. Rapid adoption of DRFBets™

Introducing Newcomers to Wagering Racetracks Utilize Tools to Educate & Bet

- DRF Quick Sheets™

- Snapshots of key elements from DRF's Past Performances
- Beyer Speed Figures

- DRF EasyForm™

- Simplest way for new fans to play the races
- Introduction to handicapping using Past Performances

The image displays several racing-related documents and software interfaces:

- Santa Anita Quick Sheet:** A racing program for Sunday, February 26, 2012, featuring Race 1 through Race 6 with horse names, jockeys, and betting information.
- Aqueduct Saturday, December 1, 2012:** A racing program for Saturday, December 1, 2012, featuring Race 1 through Race 6 with horse names, jockeys, and betting information.
- DRF EasyForm:** A software interface for handicapping and betting, showing a list of horses and their performance metrics.

New 2012 Handicapping Products

Successfully Winning new Players

- DRF GamePlan™

- Playbook for Weekend's best racing and wagering opportunities
- Key seasonal and meet specific features

- Wizard Betting Window™

- Handicapping expert "The Wizard"
- Suggested wager for every race on the card
- Available for all key meets

The image shows a screenshot of the DRF GamePlan interface. At the top, it says "DRF GamePlan" and "Racing Daily Form". Below that, it says "PREPARE TO WIN™" and "Saturday, November 24, 2012 - 57". The main heading is "TODAY'S DRF PLAYBOOK (ALL TIMES ET)" with the subtitle "A LOOK AT SOME OF THE BEST BETTING OPPORTUNITIES ON TODAY'S CARDS".

Below the heading is a table of race cards with columns for POST, TRACK/RACE, and COMMENT. The races listed are:

- 12:00 AQU 1st DAUNTING (B11, 8-1) seems to be moving in the right direction for Goldberg; 3-year-old gets circuit's best grass job. —Chuck Eschbach.
- 12:28 AQU 2nd REVOLUTIONARY's going to suck up all the money here but I like ORB (B4, 5-1) to be the one finishing best at the end. —Marcus Harsh.
- 12:56 AQU 3rd Given the way Mott usually operates, the works on later BELLAMY STORM (P7, 8-1) are notably fast. —Marcus Harsh.
- 2:06 CD 4th THE CANDIDATE (B6, 10-1) did major work for debut in update NY but gotten three local drifts since shipping; Stick low. Some \$4 will help price. —Newmarket.
- 2:35 CD 5th WHO'S MARRY'S DADDY (B5, 12-1) is a reliable surface switch for barn that's...
- 3:20 AQU 8th JERSEY TOWN (B4, 4-1) Graspie Dool the price on the 2012 Cigar Mile will lucky? Hook him up in exacts with race last year. —Dave Litten.
- 3:35 CD 7th PLATITUDE (P7, 9-2) might be please much. —Marcus Harsh.
- 3:40 WFO 6th TIZ ZIPPY (B1, 3-1) is a DRF Best bet.
- 3:57 CRC 9th FORTE DEI MARINI (B5, 5-2) develop ran well in one start in Fla prework.
- 4:05 CD 8th TIPFETROLLEYGIRL (B6, 4-1) won h in the lane; repeats. —Byron King.
- 4:23 CRC 10th Between the two gate drills and the overlooked player. In 2yo MEW. —Ma
- 4:35 CD 9th LIBERATED (P7, 8-1) is likely to be overcome a wide trip. —Byron King.
- 5:05 CD 10th SYMPHONY FORTY ONE (B6, 8-1) out here this meet. —Chuck Eschbach.
- 5:10 HAW 7th Class-dropping MIDDNIGHT LACE (B6, finish than she showed last time. —M
- 5:16 CRC 12th HOV LANE (P13, 5-2) was game in th AE but he has to be a handful; ear
- 5:32 BHP 3th RIDING LEGEND (B6, 7-3) connection Euro Import goes first time Sadler an

At the bottom of the table, it says "*Live longshots Highlighted" and "Best Bet".

Below the table is the "BETTING WINDOW" for SARATOGA Monday 07/23/2012. It lists 8 races with their respective wagers and odds.

Race 1: WAGERS: * A win bet on (2)BLACK RHINO * Exacts box (2)BLACK RHINO with (6)BRAVO HABIBI * Smaller exacts boxes (2)BLACK RHINO with (3)SPRINTINTEFOG and (2)BLACK RHINO with (4)TIGHTEND TOUCHDOWN

Race 2: WAGERS: ON TURF: * A Win bet on (7) CARSON HALL * Exacts (7) CARSON HALL over (4) LISTON and (8) SAFETY VALVE, reverse each for half as much * Smaller exacts (7) CARSON HALL over (6) FLAMIN HOT, reverse for half as much

Race 3: WAGERS: ON TURF: * A win bet on (3)EDEN IS BURNING * Exacts box (3)EDEN IS BURNING with (9)HIGH CRY * Smaller exacts (3)EDEN IS BURNING over (6)LADY RIZZI, reverse for less

Race 4: WAGERS: ON TURF: * A win bet on (10)WHICH MARKET * Exacts (10)WHICH MARKET over (4)FIZZANO and (5)CHANGE OF COMMAND, reverse each for less * Smaller exacts (10)WHICH MARKET over (8)TIZ SARDONIC JOE, reverse for half as much

Race 5: WAGERS: ON TURF: * A win bet on (2)EMOTIONAL KITTEN * Exacts box (3)PARTY OF INTEREST with (6)BAFFLE ME and (4)A MI BAGIA TABLE

Race 6: WAGERS: * A win bet on (6)BAFFLE ME * Exacts box (3)PARTY OF INTEREST with (6)BAFFLE ME * Smaller exacts box (6)BAFFLE ME with (7)HARD LIFE

Race 7: WAGERS: * Exacts (6)POLAN over (1)ENTRY and (5)SOUL HOUSE, reverse each for half as much * Trifecta 6 over 1-5-8 over ALL = \$18 for a \$1 wager * NOTE: (1A) WATERWAY is a late scratch. (1) DARK ROAST will run

Race 8: WAGERS: * A win bet on (3)INVOCATION * Exacts (3)INVOCATION over the (1)ENTRY and over (2)TIZ YANKEE, reverse each for half as much

DRF Handicapping Seminars

- Stand-alone events and integrated with track programming
- Over 50 events in 2012 including: Gulfstream Park, Santa Anita, Saratoga, Golden Gate Fields, Woodbine, Meadowlands, Capital OTB, and Portland Meadows
- Expanded audience through DRF.com podcasting



2012 DRF Breeding™

- TJC 2011 McKinsey Findings:
 - Attract New Fans
 - Attract New Owners
- Bringing Racing and Breeding together to energize industry growth
- Exposing new fans to pedigree and fractional ownership to engage in racing



2012 Racetrack Partnerships

- DRF.com's Special Events Yields Significant Gains 2012 vs. 2011
- 35% increase in Unique Visitors
- Executed 250 Special Events YTD
 - PP Downloads for same event vs 2011 yielded 13% - 150% increases
 - Santa Anita; Big Cap: 13% increase
 - Colonial Downs; Turf Cup: 23% increase
 - Prairie Meadows; Iowa Festival of Racing: 16% increase
 - Hollywood; Gold Cup: 21% increase
 - West Virginia Derby: 150% increase in 2011; 16% increase in 2012
 - **Average Downloads increase: 20%**
- Monthly Video Views
 - Averaging 500,000/month

Santa Anita

- All-sources handle reported to be up 10%+
- Attendance reported to be up 5%+
- DRF contributed to growth
 - Delivering more audience & players via DRF.com platform
 - Driving Big Cap Pick 4 hitting ~\$1 million (\$980,000) by channeling DRF resources

Friday, Nov 30, 2012

Home DRF Bets Handicapping & PPs Entries Results News Blogs Video Learn Store Events Breeding

DRF NOW >> Calder Aqueduct Charming Downs at Gulfstream Happy Hour Tampa Bay SEARCH FORM NEWS, ETC

September 29th, 2012 - Santa Anita

Zenyatta Stakes

WATCH LIVE VIDEO

2012 Zenyatta Stakes Replay 8 1/4 :23.98

UNOFFICIAL

4 LOVE AND PRIDE 4 LOVE AND PRIDE

7 INVESTI VIETNOY 7 INVESTI VIETNOY

Featured Races **GULFSTREAM EXCLUSIVE PLAYERS PACKAGE** 30-RACK PPS + FREE GUIDE **VIEW MENU** Want to bet on these races? Sign Up for DRF.com

RACE	DATE	TIME	Get PPs NOW	SET
1. Maiden Md Sp Wt 47k, 2YO	Sat. 09/29	1:02 PT	+ Get PPs NOW	SET
2. Maiden Claiming Md 20k, 3&UP	Sat. 09/29	1:51 PT	+ Get PPs NOW	SET
3. Allowance Alw 30k, 3&UP	Sat. 09/29	2:02 ET	+ Get PPs NOW	SET
4. Maiden Md Sp Wt 47k, F2YO	Sat. 09/29	2:34 PT	+ Get PPs NOW	SET
5. Claiming Clm 25k-22,500k, 3&UP	Sat. 09/29	3:05 PT	+ Get PPs NOW	SET
6. Grade I Chandler 5.	Sat. 09/29	3:38 PT	+ Get PPs NOW	SET
7. Grade I FrontRunner 5.	Sat. 09/29	4:07 PT	+ Get PPs NOW	SET

L'Arc de Triomphe

- Introducing International Racing to U.S. Players
 - Dubai World Cup
 - British Racing
 - Irish Racing
 - Australian Racing

Monday, Oct 17, 2011

Home **DRF Bets** Handicapping & PPs Entries Results News Blogs Video Learn Store Events Sports Odds

DRF NOW >> Watchmaker Watch Keeneland I WANT TO: --Select one-- Search races, news, etc GO!

DRF.Com > L'Arc de Triomphe Weekend

October 2nd, 2011 • Longchamp

L'Arc de Triomphe Weekend

Tweet 29 Recommend 69 ShareThis

Replay: 2011 Prix de l'Arc de Triomphe 1 1/2 M ARC Weekend Race 6

00:00 10:10

Replay: 2011 Prix de l'Arc de Triomphe 2011 Prix de la Foret: Dream Ahead, Goldikova 2011 Jean-Luc Lagardere replay (Longchamp) Replay: 2011 Prix de l'Opera at Longchamp

TOP STORIES

- Breeders' Cup: Plans undecided for Arc winner Danedream
- Goldikova comes up short in Prix de la Foret
- Arc: German filly Danedream leads one-two-three finish for females
- Nahrain noses out Announce, earns berth to BC Filly and Mare Turf
- Byword, Rajsaman take Group 2's at Longchamp

Breeder's Cup CHALLENGE Win and You're In!

The Prix de l'Opera and Prix Jean-Luc Lagardere are part of the 2011 Breeders' Cup "Win and You're In" challenge

Follow every race in the series here >>

Woodbine Breeders' Crown (DRF Harness™)

- Culmination of a dozen Major Harness Race Day Programs
- Expanding visibility of Harness racing to Thoroughbred fans & cross-promote Thoroughbred racing

The screenshot shows the DRF.com website interface for the Woodbine Breeders' Crown event. At the top, there are navigation links for 'Hello, WLEVTH@DRF.COM', 'Get PPs', 'Member Center', 'Account Settings', and 'Logout'. A prominent banner for 'DRF Bets' offers a '\$100 CASH BONUS' and 'PLUS OVER \$500 in annual member benefits just for joining!'. Below this is a navigation menu with 'Home', 'DRF Bets', 'Handicapping & PPs', 'Entries', 'Results', 'News', 'Blogs', 'Video', 'Learn', 'Store', 'Events', and 'Breeding'. A search bar is located on the right side of the menu.

The main content area features a video player for 'Breeder's Crown' with a 'WATCH LIVE VIDEO' button. Below the video, there are sections for 'DRF Formulator' and 'DRF MORNING LINE'. A 'Race-by-Race Grid & DRF Morning Line Odds' section is visible, listing 12 featured races with their respective dates, times, and betting options.

RACE	DATE	TIME	BETTING
1 \$250k Breeders Crown Mare Trot	Sat, 10/27	6:30 PM ET	+Get PPs BET NOW
2 \$600k Breeders Crown 2YO Filly Pace	Sat, 10/27	6:55 PM ET	+Get PPs BET NOW
3 \$600k Breeders Crown Trot (Open)	Sat, 10/27	7:20 PM ET	+Get PPs BET NOW
4 \$500k Breeders Crown 3YO Filly Pace	Sat, 10/27	7:45 PM ET	+Get PPs BET NOW
5 \$600k Breeders Crown 2YO Filly Trot	Sat, 10/27	8:10 PM ET	+Get PPs BET NOW
6 \$500k Breeders Crown 3YO Filly Trot	Sat, 10/27	8:35 PM ET	+Get PPs BET NOW
7 \$600k Breeders Crown 2YO Colt Pace	Sat, 10/27	9:00 PM ET	+Get PPs BET NOW
8 \$600k Breeders Crown 2YO Colt Trot	Sat, 10/27	9:25 PM ET	+Get PPs BET NOW
9 \$555 Breeders Crown 3YO Colt Pace	Sat, 10/27	9:50 PM ET	+Get PPs BET NOW
10 \$331,500 Breeders Crown Mare Pace	Sat, 10/27	10:15 PM ET	+Get PPs BET NOW
11 \$555k Breeders Crown 3YO Colt Trot	Sat, 10/27	10:40 PM ET	+Get PPs BET NOW
12 \$500k Breeders Crown Pace (Open)	Sat, 10/27	11:05 PM ET	+Get PPs BET NOW

AQHA Challenge Championships

- Second consecutive year for Partnership
- Los Alamitos in 2011
- Prairie Meadows in 2012
- Exposing Quarter Horse racing to a broader racing audience

Friday, Nov 30, 2012

Home DRF Bets Handicapping & PPs Entries Results News Blogs Video Learn Store Events Breeding

DRF NOW >> Calder Aqueduct Claiming Crown at Gulfstream Happy Hour Tampa Bay Search races, news, etc GO!

October 27th, 2012 - Prairie Meadows

AQHA Challenge Championships

WATCH LIVE VIDEO

Recommend 0 Tweet 0 +1 0

GULFSTREAM EXCLUSIVE PLAYERS PACKAGE 30-PACK PPs + FREE GUIDE SEE DETAILS

TOP STORIES

Prairie Meadows: \$1.1 million in purses on the line in Challenge Championships

Place your bets on us! Join, Fund, Get Paid. SIGN UP NOW

Download the AQHA Wagering Guide

Featured Races **GULFSTREAM** EXCLUSIVE PLAYERS PACKAGE 30-PACK PPs + FREE GUIDE SEE DETAILS

Want to bet on THQAR racing? Sign Up for DRF Race!

RACE	DATE	TIME
1. Ungraded Fernam S.	Sat. 10/27	7:00 CT
2. Ungraded John Deere S.	Sat. 10/27	7:25 CT
3. Ungraded AQHA Members Plus S.	Sat. 10/27	7:50 CT

DRFBets™

– America’s fastest growing digital wagering platform

- Integrated experience: Content + Handicapping + Wagering
- DRFBets Mobile™ provides convenient option when fans cannot play locally
- Wagering tools like TicketMaker™ simplify betting for newer fans & improve ROI

The screenshot displays the DRFBets website interface. At the top, there is a navigation bar with links for 'My DRF Bets', 'My Account', 'Help / Information', 'PP Store', and 'Log Out'. Below this is the 'MEMBER CENTER' section, which includes 'Premium Member-Only Content' with links to 'DRF GamePlan' (Saturday and Sunday Editions) and a 'FREE Gulfstream Players' Guide'. There are also buttons for 'Deposit' and 'Wager', and a 'My Tracks' section with a dropdown menu showing '4' tracks selected. A table lists tracks and their corresponding race and HTP values.

Track	Race	HTP
Plainridge (H)	2	0
Harrhahs Philly (H)	3	2
Aby SWE (H)	4	3
Laurel Park	3	5
Kempton Park UK	6	10

Other Tracks section includes:

Aby SWE (H)	4	3
Australia A	1	9:00
Australia B	1	9:18
Australia C	1	10:00
Charles Town	1	7:15
Delta Downs	1	6:45
Dover Downs (H)	1	4:30

Additional features include a 'DRF TicketMaker' section with an 'Access Now' button, a 'DRF Formulator' section with a 'Buy Now' button, and a 'Refer-a-Friend' section with a 'FIND OUT MORE' button. A 'Carryovers' table is also present:

First Post	Track	Carryover
12:35 pm	Laurel Park	Pick 5 \$16,098
3:10 pm	Hawthorne TB	Exact 5 \$132,638 Pick 6 \$1,464
3:30 pm	Hollywood Park	Pick 6 \$105,448

At the bottom, there are promotional banners for 'WITH DRF Bets REFER-A-FRIEND PROGRAM FRIENDS = CASH!' and 'Earn \$50 for EVERY friend. Enroll. Invite. Watch the cash roll in!' with a 'SEE DETAILS' button.

StatFox™

- A source of potential new racing fans are those who wager on traditional sports
- StatFox's upscale, male demographic utilizes similar data-intensive handicapping products

Welcome: [Login to StatFox](#) | [Reg](#)

statfox
The Leading Logic in Sports Handicapping

OSGA
New Bonuses Posted Daily! [CLICK HERE!](#)

[HOME](#) [FOX DEN FORUM](#) [SCOREBOARD](#) [ODDS TRACKER](#) [GAMING REVIEWS](#) [DAILY PRIZE CONTESTS](#)

[FOX SHEETS](#) [NFL](#) [NCAA Football](#) [AFL](#) [NBA](#) [NCAA Basketball](#) [MLB](#) [NHL](#) [OTHERS](#)

NFL Week 13 Preview: Saints at Falcons

The Falcons try to avenge their lone defeat of the 2012 season when they host the Saints on Thursday night.

[Full Story](#)

More NFL football

- [Steelers QB Roethlisberger testing hurt shoulder](#)
- [Cowboys DB Jenkins fined for shove on Garcon](#)
- [WR 'heard' of players using Viagra to gain edge](#)

Best Bets Football Picks
From StatFox

E-TICKER NEWSLETTER
Sign up for professional sports betting information including fantastic trends, and Free FoxSheets.
E-mail:

SPECIAL SPONSOR PROMOTIONS
Live Scores and Odds
Tired of Losing? Get a Free 30 day trial.
Official Online Betting Guide

OSGA
Find the **BEST Bonuses!**
New Bonuses Posted Daily!

Matt Ryan has 1,135 passing yards (37.8 YPG) in his past 3 games vs. the Saints. (AP)

Rutgers seeks Big East crown Thursday vs. Louisville
CFB - One day after being accepted to join the ACC in 2014, Louisville will try to wrap up a share of the Big East title when it visits Rutgers on Thursday night.

Notre Dame host No. 8 Kentucky on Thursday
CBB - Notre Dame looks to continue its dominance at home when it hosts No. 8 Kentucky on Thursday night in the SEC/Big East Challenge.



**Reaching New Fans, Driving Handle and
Attendance across North America**