



New York Thoroughbred Breeders, Inc.

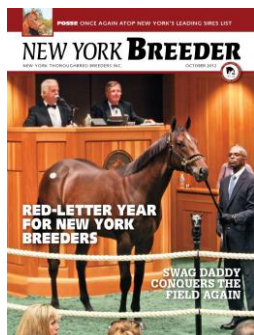
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NYTB PROMOTIONAL REPORT MAY & JUNE 2013

NY Breeder Magazine



NYTB continued its largest direct promotional tool that the New York Breeding program via print and electronic media in the May and June issues of the *New York Breeder*. Issues were distributed across the country, to promote the NY program regionally and nationally up to 21,000 recipients. The distribution of the magazine includes national tracks, auction houses, breed associations and industry businesses.

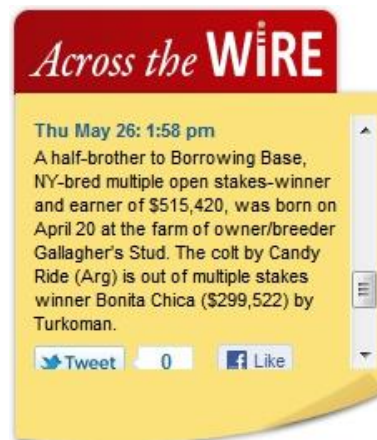
E-Newsletters

NYTB published a regular weekly electronic newsletter discussing relevant topics to NY breeders and industry participants. The eNewsletter has grown to over 5000 recipients. This electronic communication tool has allowed NYTB to send New York Breeders information that is timely, relevant, and geared to areas of their greatest interest and concern.

www.nytbreeders.org

Nytbreeders.org is the promotional website of the New York Thoroughbred Breeders, which hosts THE WIRE, **nytbreeders.org** is a one-stop source for: comprehensive coverage of: **NY breeding, racing, sales, and industry news, Entries & Results by Breeder, NY-Bred Winners in NY with photos and awards earnings, National Daily Results, Stakes Victories, Stallion Registry, Stallion Standings, Auction Hips and Auction Results.**

NYTB has continued to supply original published content pertaining to a wide variety of NY-bred news. Over the months of May and June, NYTB published over **50 articles** pertaining to New York breeding, sales and racing. Additionally over those weeks, NYTB purchased and displayed over **200 win photos** of NY-breds at Aqueduct, provided 5-cross pedigrees for each of those winners, racing charts and over **200 video race replays** of every NY-bred winner. Furthermore, www.nytbreeders.org displayed results for every NY-bred racing across the country in addition to entries for every NY breeder.



NY-bred Sale Party



On Saturday August 10th at the Fasig-Tipton Sales Pavilion, NYTB will hold its **Sales Cocktail Party** during the NY-Bred Preferred Yearling Sale. This year's party has completely been revamped in scale and presentation. The party will be held throughout the entire length of the sale and will be held in the upstairs buyer's lounge creating a private atmosphere for New York breeders, owners, and sales participants. The party will feature a New York-Themed Soiree with specialty New York-Themed culinary selections and complimentary beverages.

NYTB Annual Meeting

This year's NYTB annual meeting will be held on Saturday, August 10th, 10:00am at the Fasig-Tipton Sales Pavilion. NYTB will be joined by representatives and officials from around the New York industry in an effort to provide members and all interested parties the latest on the industry here in New York. This meeting will take place the morning of the Fasig-Tipton NY-Bred Yearling Sale and Sale Party, making Saturday, August 10th a full day of NY-Breds.

Saratoga County Foundation Saratoga 150 – Founding Member



Saratoga will celebrate the 150th Anniversary of Saratoga Race Course in 2013. NYTB has contributed to Saratoga 150 as a founding member. NY breeding events in 2013 will be included into the celebration of the anniversary attracting new participants and guest from around the world.

TAKE2: Invest in Second Careers for Racehorses



The New York Thoroughbred Horsemen's Association (NYTHA), the New York Racing Association (NYRA) and New York Thoroughbred Breeders (NYTB) initiative to develop second career opportunities for retired Thoroughbreds is growing and continuing forward in 2013 nationally.

Dubbed TAKE2, the program simultaneously creates new avenues for Thoroughbreds after their racing days are over, and expands the demand for the breed in the horse show world. As part of the TAKE2 program, NYTHA, NYRA and NYTB will co-sponsor Thoroughbred-only divisions for hunters and jumpers at Skidmore College Saratoga Classic Horse Show (\$12,000

June 11-23) and HITS Saugerties (May 22-June 9) in 2013. The AA-rated horse shows will be held in New York State. Additionally, a website has been developed for the TAKE2 program: <http://www.take2tbreds.com/>

Booth at Saratoga Race Course

NYTB will promote the NY-Bred program and the Fund at its Saratoga Race Course booth, located near the paddock and clubhouse. The booth is utilized to distribute and drive promotional materials to track attendees.