

THE
NTRA
TODAY



Founded in 1998, the National Thoroughbred Racing Association (NTRA) is a membership based trade association for the Thoroughbred racing and breeding industry. NTRA membership is broadly defined and consists of leading Thoroughbred racetracks, owners, breeders, trainers, horseplayers, veterinarians, jockeys, wagering service providers and affiliated horse racing associations. The NTRA is served by a Board of Directors that includes the NTRA CEO, seven representatives from member racetracks and seven representing horsemen, owners and breeders.

The NTRA is charged with increasing the popularity of horse racing and improving the economic conditions for industry participants. The NTRA pursues those goals under four areas of focus (listed on the opposite page).

The NTRA also supports charities in or related to the Thoroughbred industry through its subsidiary, NTRA Charities. Since inception, NTRA Charities has distributed more than \$7 million.

The NTRA's four primary areas of focus are:

1. Safety & Integrity Alliance

- Establishes and secures implementation of safety and integrity standards and practices at the racetrack level through the Alliance Code of Standards and accreditation process.

2. Marketing

- Reaches new and existing fans, horseplayers and industry stakeholders by utilizing a combination of media platforms to promote horse racing.

3. Legislative

- Lobbies for federal legislation on behalf of the Thoroughbred industry and supports Congressional educational programs through government relations.

4. NTRA Advantage

- Delivers cost savings on products and services to NTRA members and affiliated members from leading partner suppliers.



Safety & Integrity Alliance

Backed by 55 racetracks, all major horsemen's groups, regulators, the American Association of Equine Practitioners (AAEP) and other industry stakeholder organizations, NTRA formed the Safety & Integrity Alliance in October 2008 to establish and enforce national standards for racetrack safety and integrity.

Through a Code of Standards and an accreditation system, the Alliance mandates and enforces standards in the following areas: (1) injury reporting and prevention; (2) creating a safer racing environment; (3) medication and testing; (4) jockey safety and health; (5) aftercare of retired horses; and (6) wagering security.

Each year's Code contains new standards and protocols, thereby continuously raising the bar for accreditation, compliance and excellence in racing. Visit www.NTRAalliance.com for a list of accredited racetracks and additional information. Alliance sponsors include AAEP, Pfizer Animal Health and Flair® Equine Nasal Strips.

Marketing

NTRA reaches its two key constituencies – racing fans and industry stakeholders – through a combination of paid, earned and social media.

NTRA advertising in *Daily Racing Form* promotes the DRF/NTRA National Handicapping Championship (NHC) – the largest handicapping championship in the world with a purse totaling \$2 million – to millions of horseplayers. NTRA promotes the industry's top competitors through the Eclipse Awards, racing's equivalent of the Oscars.

NTRA's earned media translates to year-round coverage of racing across a variety of media platforms. With weekly teleconferences featuring the sport's top players and influencers and a media relations team pitching stories and servicing media requests for access and information, NTRA has helped secure coverage for hundreds of racing's headline-makers.

Casual fans – racing's new and emerging audience – connect to the sport through NTRA's social media platforms on Facebook, Twitter and YouTube. Visit www.NTRA.com, among the country's largest Web portals for horse racing, for daily racing news, video and industry updates.

Legislative

The NTRA uses federal legislative advocacy to address issues having direct and material effect on Thoroughbred industry members and their business activities as they relate to racing, breeding and pari-mutuel wagering. Along with other horse industry stakeholder groups in and outside of racing, the NTRA also supports Congressional education programs on issues such as agricultural matters and immigration, which affect all breeds and equine disciplines.

NTRA's government relations team has secured passage of legislation to legalize online pari-mutuel wagering under the Interstate Horseracing Act and a Farm Bill provision authorizing accelerated depreciation for young racehorses. Current legislative targets include horseplayer tax equity, immigration and issues relating to Internet gaming.

Two programs support the NTRA's work on Capitol Hill. The Legislative Action Campaign (LAC) sustains the NTRA's government relations and lobbying. NTRA's political action committee, Horse PAC, supports specific candidates for re-election. Sellers and buyers at public auction, sales companies, farms and horseplayers contribute to LAC. Horse PAC contributions come from individual NTRA members. For updates on the NTRA's legislative work, visit www.SupportHorseRacing.org.

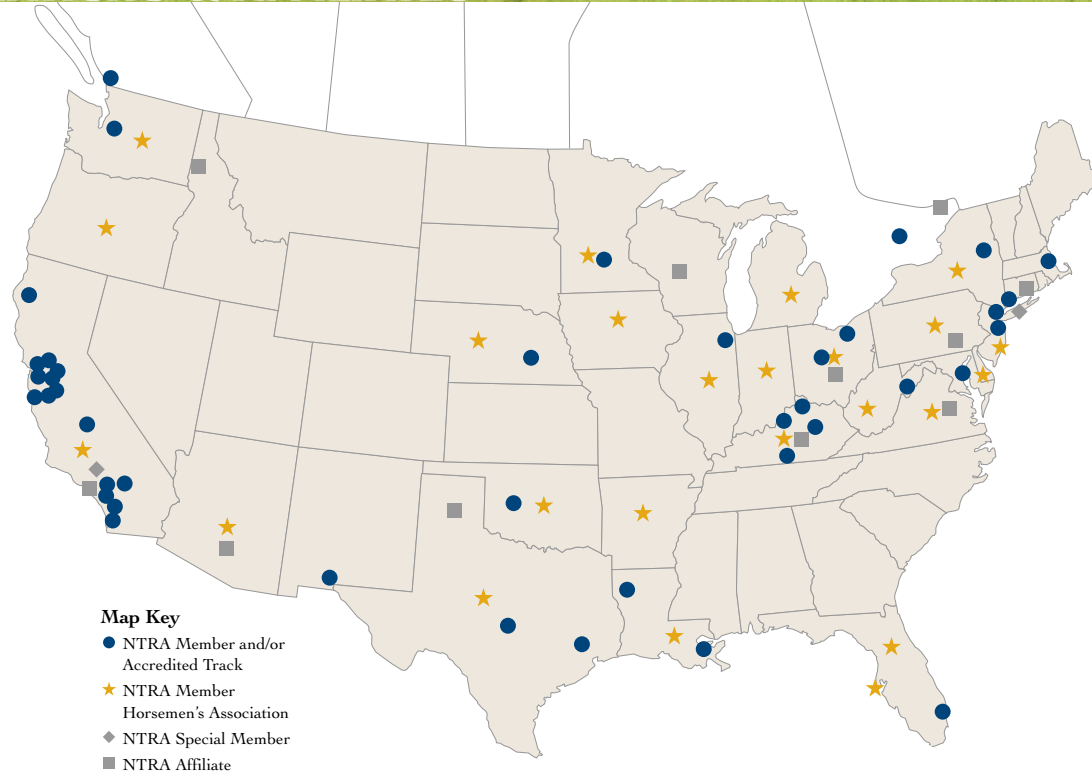
NTRA Advantage

NTRA Advantage is a for-profit subsidiary of the NTRA that forms partnerships and facilitates sales of products and services from those partners to more than one million members and affiliated members of the NTRA. Major member groups include Breeders' Cup Nominators, Horsemen's Benevolent and Protective Association, Thoroughbred Horsemen's Association, Thoroughbred Owners and Breeders' Association and Thoroughbred Owners of California. Affiliate members include the American Quarter Horse Association, Equine Canada, United States Equestrian Federation and the United States Trotting Association.

NTRA Advantage covers the United States and Canada with five outside sales representatives and attends over 100 equine events each year with and for our partners. Advantage partners include John Deere, Sherwin-Williams and OfficeMax. Since 2002, NTRA Advantage has saved industry members nearly \$90 million on sales of over \$540 million.

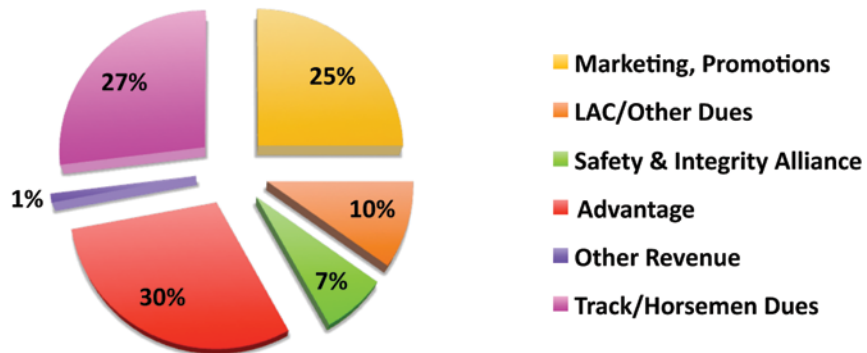
Visit www.NTRAadvantage.com or call toll free 1-866-678-4289 for up-to-date partner information, including special pricing.

MEMBER ORGANIZATIONS & AFFILIATES

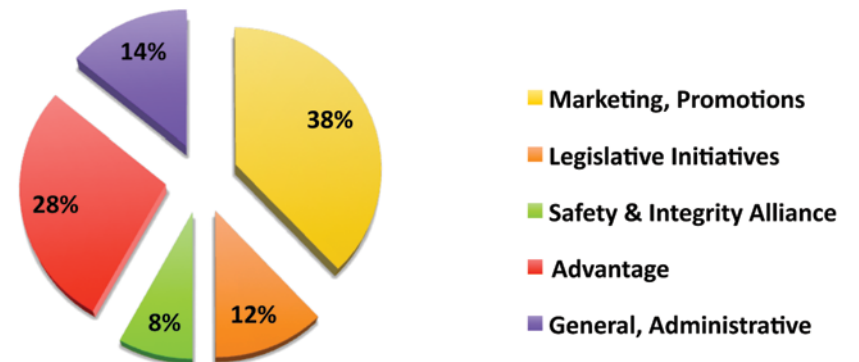


SOURCES & USES OF FUNDS*

Sources of Funds - \$9.1 Million



Uses of Funds - \$9.1 Million



*2011 budget

NTRA MISSION STATEMENT

***To improve the popularity of Thoroughbred
horse racing and to improve the
economic conditions in the industry
for NTRA stakeholders.***



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