



WELCOME TO KEENELAND

For 75 years, Keeneland has been to the Thoroughbred industry what Augusta is to golf or Hollywood is to the movies. It is where traditions are treasured, innovations are made and where expertise resides. It is the pulse point for a significant global business.

Located in the heart of Central Kentucky, Keeneland is a rare combination of high-stakes commerce, genteel sporting tradition and remarkable innovations. As the world's largest Thoroughbred auction company, Keeneland's horse sales totaled almost \$400 million in 2010. Our racing program offers some of the richest purses — and therefore the most competitive racing — of any track on the continent. Many of the sport's best stories have Keeneland connections.



Further enhancing Keeneland's reputation as a leader in the Thoroughbred industry is our strict adherence to the traditions of the sport. As one of our founders, Hal Price Headley, said in 1937, "We want a place where those who love horses can come and picnic with us and thrill to the sport of the Bluegrass." The words ring as true today as they did then. With the installation of a Polytrack racing surface on the main track in 2006, Keeneland continues its mission of being one of the safest, most modern racetracks in the world.

We invite you to learn more about Keeneland and the many fascinating stories that abound here. Come see a place where racing is as much a social event as a sporting one. Witness the buzz at our annual yearling sale that rivals the electricity of the NBA draft, as owners and trainers huddle to select the next Thoroughbred superstar.

Keeneland's media kit contains editorial backgrounders about various aspects of Keeneland. Photos and videos are available upon request as well. Spend some time on our website for even more information, including news, a calendar of events and videos that will further explain what makes Keeneland one of a kind.

Keeneland Media Contact Information

Julie Balog
Asst. Director of Communications
Office: 859-288-4250
Cell: 859-699-4515
Email: jbalog@keeneland.com

Amy Gregory
Media Relations Manager
Office: 859-288-4376
Cell: 859-361-3490
Email: agregory@keeneland.com