

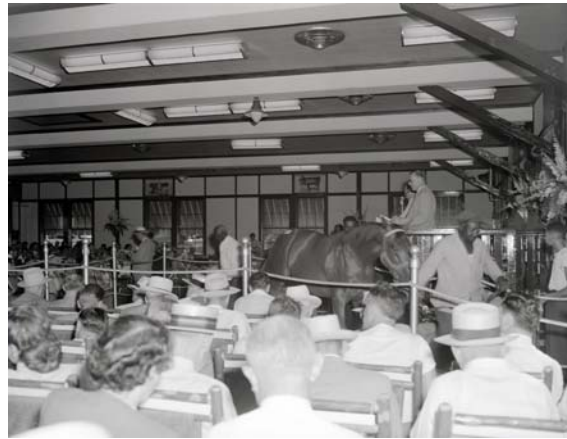


SELLING HORSES AT KEENELAND – GRADUATING SUCCESS

Evolution of the Keeneland Sales

The concept of Keeneland serving as a sales facility as well as a racetrack was expressed in its original prospectus back in the mid-1930s. But not until 1943 were yearlings sold on the grounds.

World War II was the impetus for yearling sales at Keeneland. Before the war, many Kentucky breeders sent their yearlings to Saratoga Springs, New York, each summer to sell with Fasig-Tipton. But a wartime restriction on the rail transportation of yearlings to the East led to the inaugural sale at Keeneland in the summer of 1943. The sale was conducted by Fasig-Tipton under a tent in the Keeneland paddock. In 1944, Kentucky breeders decided to continue selling horses in Kentucky and formed a co-op called the Breeders' Sales Company. Horses were sold at Keeneland by the Breeders' Sales Company until 1962, when Keeneland assumed auctioning duties.



A future Kentucky Derby winner came from Keeneland's first yearling sale. Hip No. 134, a yearling colt by Sir Gallahad III, was purchased by Fred Hooper for \$10,200. The colt, later named Hoop Jr., won the 1945 Derby. He was the first Thoroughbred Hooper ever purchased.

In all, 17 Kentucky Derby winners have been sold at Keeneland. The others: Jet Pilot (1947), Dark Star (1953), Determine (1954), Venetian Way (1960), Majestic Prince (1969), Dust Commander (1970), Canonero II (1971), Spectacular Bid (1979), Alysheba (1987), Winning Colors (1988), Sunday Silence (1989), Thunder Gulch (1995), Real Quiet (1998), Fusaichi Pegasus (2000), War Emblem (2002), and Big Brown (2008). They range in price from the \$1,200 paid for Canonero II to the \$4 million spent on Fusaichi Pegasus.

Story Idea

Let us take you behind the scenes of the auction process—from the inspection process that takes place months in advance to cataloging to the actual sale itself. Fascinating perspective and you are guaranteed to come away with at least three different stories.

Keeneland has had a profound impact on the Breeders' Cup World Championships as well. Keeneland sale graduates have dominated the Breeders' Cup since its inaugural running in 1984, from Wild Again in the first Breeders' Cup Classic through 2010 when four Keeneland alumni won in breathtaking fashion.

Yearlings purchased at Keeneland have excelled on the world stage too, winning such classics as the

Epsom Derby and its French and Irish counterparts.



From its modest beginnings under a tent in the paddock, Keeneland has evolved into the premier Thoroughbred auction company in the world, with sales grossing nearly \$400 million in 2010. Keeneland conducts four auctions annually – the September Yearling Sale, November Breeding Stock Sale, January Horses of All Ages Sale, and the April Two-Year-Olds in Training Sale – during which nearly 10,000 horses are catalogued. Buyers representing 50 different countries have purchased horses at Keeneland in recent years. North American Thoroughbreds are the most sought after in the world, and today form the foundation bloodlines for a growing number of countries, such as Argentina, South Africa, Russia, and India.

September Yearling Sale

Because all Thoroughbreds turn a year old on Jan.1, regardless of their actual date of birth, most yearling sales are conducted in the fall, which gives the “younger” yearlings additional time to mature. Yearlings were first sold at Keeneland in the fall of 1944 in an auction that included breeding stock and horses of all ages. In 1960, after being moved around the fall calendar, the yearling sale found a permanent home in September. Today, the September Yearling Sale is the world’s largest horse sale and is widely acknowledged as the world’s premier marketplace to buy and sell yearlings.



The September Sale has yielded many champions, including 2010 Horse of the Year Zenyatta, 2007/2008 Horse of the Year and leading North American earner Curlin and 2007 Belmont Stakes winner Rags to Riches.

Story Idea

Do a comparison between the September Yearling Sale and the NBA draft.

The record price paid for a horse consigned to the September Sale is the \$11.7 million paid for the Kingmambo colt Meydan City in 2006. The highest purchase price for a filly at the sale is the \$4.4 million paid for the Storm Cat filly Moon’s Whisper in 2000.

In 2010, Keeneland officials announced a change to the format for its two-week September Yearling Sale. Week one begins with two evening sessions of super-select yearlings on Sunday and Monday, followed by 1,300 more horses cataloged in a single book and sold in alphabetical order. The second week offers yearlings more diverse in pedigree and conformation, appealing to Keeneland’s growing global buying bench.

November Breeding Stock Sale

Held annually since 1944, the November Sale is the top breeding stock auction in the world in terms of total sales and average, and it is one of the largest sales in the world in terms of number of horses offered. The November Sale serves as an outstanding source of broodmares (a female who will be used for breeding), weanlings (a horse less than a year old that has been weaned from its mother)



and horses of other ages. Stallion shares (a percentage interest in a stallion) and seasons (the right to breed one mare to a sire in a given year) may also be offered at this sale.

A November Sale record for a broodmare or broodmare prospect was set in 2007 when Irish-bred Playful Act was sold for \$10.5 million. Playful Act's sale price topped the previous sale record of \$9 million paid for champion Ashado in November 2005.

January Horses of All Ages Sale

First held in 1956 — and part of Keeneland's annual sales calendar since 1961 — the January Sale is open to all ages of Thoroughbred racing and breeding stock, as well as stallion shares and seasons.

Story Idea

Take a look at our digital x-ray repository and how Keeneland is leading the way for using technology to sell horses.

One of the most famous rags-to-riches stories in racing is that of a horse sold as a yearling for \$1,100 at the 1976 January Horses of All Ages Sale. The next year, as an unheralded two-year-old named John Henry, he sold again for \$2,200 to Hal "Bubba" Snowden. From his modest beginnings, John Henry went on to become Horse of the Year in 1981 and 1984, amassing then-record career earnings of \$6.6 million.

April Two-Year-Olds in Training Sale

Keeneland added a spring Two-Year-Olds in Training Sale to its calendar in 1993. For buyers who want quick results, the April Sale offers young horses which are ready to race. These youngsters show their speed in workouts prior to the sale. Graduates include two Kentucky Derby winners – Big Brown (2008) and Thunder Gulch (1995); and two Kentucky Oaks winners – Gal in a Ruckus (1995) and Keeper Hill (1998) as well as champion Lookin At Lucky.

Keeneland continues to live up to one of its primary goals of conducting the world's most important Thoroughbred sales. Keeneland sales have a distinguished history, consistently producing winners of the coveted Eclipse Award and graded/group stakes races worldwide.

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