

Whoever said
money can't buy happiness,
has never shopped
at Keeneland in September



PHOTO BY Z

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Just ask these owners
of September Yearling Sale graduates –



HORSE PHOTOS

Jerry and Ann Moss, owners of 2010 Horse of the Year **Zenyatta**



PHOTO BY Z

Team Valor International's Barry Irwin, owner of 2011 Kentucky Derby (G1) winner **Animal Kingdom**



George and Lori Hall, owners of 2011 Belmont Stakes (G1) winner **Ruler On Ice**



Rick Porter, owner of 2011 Apple Blossom Handicap (G1) winner **Havre de Grace**



PHOTO BY Z

Mike Repole, owner of 2010 champion colt and Grey Goose Breeders' Cup Juvenile (G1) winner **Uncle Mo**



COGLIANESE

William Clifton Jr., owner of Metropolitan Handicap (G1) winner **Tizway**



PHOTO BY Z

Jerry Romans, owner of 2011 Humana Distaff (G1) and Princess Rooney Handicap (G1) winner **Sassy Image**



PHOTO BY Z

Kevin Plank, of Sagamore Farm, owner of 2010 Emirates Airline Breeders' Cup Filly & Mare Turf (G1) winner **Shared Account**



**They know why the world buys
at Keeneland. Our yearling sales
track record speaks for itself.**

- 52 Breeders' Cup World Championships
- 17 Kentucky Derby winners
- 18 Preakness Stakes winners
- 16 Belmont Stakes winners
- 8 Recipients of the Eclipse Award as Horse of the Year
- 6 Irish Derby winners
- 5 Epsom Derby winners
- 4 French Derby winners

Keeneland has sold more champions and stakes winners than any other sales company, anywhere in the world.

2011 Triple Crown Sweep

September Sale alumni swept this year's Triple Crown ... and more.

Animal Kingdom and **Nehro** finished 1-2 in the Kentucky Derby (G1)

Shackleford, **Animal Kingdom** and **Astrology** ran 1-2-3 in the Preakness Stakes (G1).

Ruler On Ice and **Stay Thirsty** crossed the wire 1-2 in the Belmont Stakes (G1).

Championship Performances

September Sale graduates captured four 2010 Breeders' Cup World Championships.

Dangerous Midge won the \$3 Million Emirates Airline Breeders' Cup Turf (G1).

Uncle Mo won the \$2 Million Grey Goose Breeders' Cup Juvenile (G1).

Shared Account won the \$2 Million Emirates Airline Breeders' Cup Filly & Mare Turf (G1).

Unrivalled Belle won the \$2 Million Breeders' Cup Ladies' Classic (G1).

Eclipse Award Honors

September Sale alumni were named 2010 champions.

Zenyatta – Horse of the Year and champion older female.

Uncle Mo – champion two-year-old colt.

Lookin At Lucky – champion three-year-old colt.

Gio Ponti – champion turf male.



Why Go Anywhere Else?

Keeneland has helped fulfill the dreams of Thoroughbred owners around the world.

In 2010, 135 September Sale alumni won 197 graded/group stakes. A remarkable 44 graduates were Grade/Group 1 winners.

Keeneland September Sale graduates continue to electrify the racing scene through the first half of 2011, when 84 September Sale graduates won 102 graded/group stakes. Twenty are Grade/Group 1 winners.



Animal Kingdom won the 2011 Kentucky Derby.



PHOTO BY Z

Shackleford won the 2011 Preakness.

September Sale colts – led by classic-winning alumni **Animal Kingdom**, **Shackleford** and **Ruler On Ice** – won many of the spring’s most coveted preps – **Archarcharch** (Arkansas Derby-G1); **Flashpoint** (Hutcheson Stakes-G2); **Soldat** (Fountain of Youth Stakes-G2); **Stay Thirsty** (Gotham Stakes-G3); **Joe Vann** (TVG Illinois Derby-G3); and **Twice the Appeal** (Sunland Derby-G3).

Sophomore filly standouts **Lilacs and Lace** (Central Bank Ashland Stakes-G1); **Zazu** (Las Virgenes Stakes-G1); **Daisy Devine** (Fair Grounds Oaks-G2); **Kathmanblu** (Rachel Alexandra Stakes-G3); and **Nereid** (American Oaks-G1) excelled coast to coast.



BENOIT

Zazu

Alumni such as the brilliant **Dream Ahead** (2011 Darley July



JOHN CROFTS

Dream Ahead

Cup-G1, 2010 Darley Prix Morny-G1 and Shadwell Middle Park Stakes-G1); **Pathfork** (2010 Boylesports.com Vincent O’Brien National Stakes-G1); **Rio de La Plata** (2010 Premio Vittorio di Capua-G1 and GBI Racing Premio Roma-G1); **California Memory** (2011 Citibank Hong Kong Gold Cup-G1); **Bapak Chinta** (2011 Norfolk Stakes-

G1); **Red Duke** (2011 32Red.com Superlative Stakes-G2); and **Laughing Lashes** (2010 Keeneland Debutante Stakes-G2) showcased their talents on the world stage.

Older horses have been among the most exciting stars of the past year, highlighted by **Game On Dude** (2011 Santa Anita Handicap-G1); **Morning Line** (2011 Carter Handicap-G1); **Haynesfield** (2010 Jockey Club Gold Cup-G1); **Pool Play** (2011 Stephen Foster Handicap-G1); **El Brujo** (2010 Pat O’Brien Stakes-G1); **Jersey Town** (2010 Hill ‘n’ Dale Cigar Mile-G1); **Paddy O’Prado** (2010 Secretariat Stakes-G1); and **Quality Road** (2010 Woodward Stakes-G1).



BENOIT

Game on Dude



Keeneland is the World's Premier Thoroughbred Auction House

The September Yearling Sale is the Thoroughbred industry's most important sale, attended in 2010 by horsemen from nearly every state and 49 countries.

The September Yearling Sale is widely recognized as the barometer of the health of the North American Thoroughbred industry. As such, Keeneland introduced a new format for the 2010 sale in an effort to provide greater market stability and continuity of trade. Momentum from the opening night sessions carried forward to generate active trading by a broad mix of domestic and foreign buyers deep into the sale.

These format changes were well received by horsemen, and largely met our goal of better serving the needs of our clients. We continue to work extensively with our customers to "fine tune" last year's format, which we believe will further positively impact the sale.

The format for the 2011 September Sale will be as follows:

- **Book 1** remains unchanged: A selected sale of approximately 200 yearlings on Sunday and Monday evenings, Sept. 11-12; sessions will start at 7 p.m. ET.
- **Book 2:** Approximately 900 yearlings selling Tuesday – Thursday, Sept. 13-15; roughly 300 horses per day, once again in alphabetical order by dam in a single catalog. There will be single stabling for all Book 2 consignments. Sessions will start at 11 a.m. on these days.
- **Friday, Sept. 16:** Will be a “dark” day in which no selling will take place.
- **Book 3:** Begins Saturday, Sept. 17; sessions will start at 10 a.m. daily through the remainder of the sale.



TEAMCOYLE



Celebrating 75 Years of Commitment to the Thoroughbred Industry

The Keeneland Association is commemorating its 75th anniversary in 2011, having conducted its inaugural race meeting in October of 1936.

Keeneland is unique in the world because of the synergy between our racing and sales operations. Structured as a private, for-profit corporation, Keeneland's earnings are reinvested in the Thoroughbred industry.

The sales division is the engine that drives Keeneland. Revenue from sales fuels purses at the spring and fall race meetings, which rank among the highest in North America. Concurrently, many of the winners of stakes races at Keeneland are graduates of our auction ring.

Additionally, sales revenue pays for the operation of Keeneland's racing and sales facilities; enables Keeneland to make charitable contributions that benefit the Thoroughbred industry and the Central Kentucky community (since 1936, these contributions have exceeded \$18 million); and allows Keeneland to pursue innovative safety and welfare initiatives for people and horses and to fund equine research that benefits all breeds and disciplines.

We at Keeneland thank our consignors and buyers – whose expertise is the key to our success – for their continued support and wish them all the best of racing luck.

Keeneland Welcomes its September Yearling Sale Graduates Home for the Races



COADY / KEENELAND

Gio Ponti won the 2010 Shadwell Turf Mile Stakes (G1).



COADY / KEENELAND

J.B.'s Thunder won the 2010 Dixiana Breeders' Futurity Stakes (G1).



COADY / KEENELAND

Lilacs and Lace won the 2011 Central Bank Ashland Stakes (G1).



COADY / KEENEALAND

Kathmanblu won the 2010 JPMorgan Chase Jessamine Stakes.



COADY / KEENEALAND

Rogue Romance won the 2010 Bourbon Stakes (G3).



COADY / KEENEALAND

Embur's Song won the 2011 Hilliard Lyons Doubledogdare Stakes (G3).

WHO'S WHO

September Sale Alumni Who Won Graded/Group Stakes (August 2010 – July 2011)

Zenyatta – 2010 Horse of the Year and champion older female

Uncle Mo – 2010 champion two-year-old colt

Lookin At Lucky – 2010 champion three-year-old colt

Gio Ponti – 2010 champion turf male

Grade/Group 1 Stakes Winners	Rio de La Plata	Just Jenda	Lethal Combination
Afleet Express	Ruler On Ice	Justin Phillip	Little Miss Holly
Animal Kingdom	Sassy Image	Kantharos	Majestic City
Archarcharch	Shackelford	Kathmanblu	Mendip
A Z Warrior	Shared Account	Laughing Lashes	More Than a Reason
California Memory	Switch	Millionreasonswhy	Mr. Tommy
Champagne d'Oro	Tell a Kelly	Mission Impazible	Neversaidiwassweet
Court Vision	Tizway	Nicole H	New Normal
C. S. Silk	Uncle Mo	No Advantage	Pachattack
Boys At Tosconova	Unrivaled Belle	Overdriven	Prayer for Relief
Dangerous Midge	Zazu	Redding Colliery	Regally Ready
Dixie Emperor	Zenyatta	Red Duke	Rock Star Show
Eduhai Del Ocho		Soldat	Rogue Romance
El Brujo	Grade/Group 2 Stakes Winners	Stormy Lord	S. S. Stone
Evening Jewel	Adios Charlie	To Honor and Serve	Schramsberg
Dream Ahead	Al Khali	Vision in Gold	Scotus
Game On Dude	Bapak Chinta	Washington Bridge	Senor Rojo
Gio Ponti	Bay to Bay	Windward Islands	Silver Medallion
Havre de Grace	Birdrun	Win Willy	Soaring Empire
Haynesfield	Bourbon Bay	Grade/Group 3 Stakes Winners	Splash Point
J P's Gusto	Citizen Bags	Astrology	Stay Thirsty
J. B.'s Thunder	Concord Point	Bouquet Booth	Straight Story
Jaycito	Court of the Realm	Demarcation	Strike the Bell
Jersey Town	Dancinginherdreams	Direct Line	Successful Mission
Life At Ten	Daisy Devine	Embur's Song	Super Espresso
Lilacs and Lace	Distinctive Dixie	Expansion	Sweet August Moon
Lookin At Lucky	Dominus	Eye of Taurus	Tajaaweed
Morning Line	Flashpoint	Full Moon Blues	Testa Matta
Nereid	Giants Play	Gautier	Thiskyhasnolimit
Obeche	Gotta Have Her	Georgui Lui	Toocleverforwords
Paddy O'Prado	Harissa	Gilded Gem	Twice the Appeal
Panivino	Indian Firewater	Henny Hound	Victoria's Wildcat
Pathfork	Indiano	Hot Summer	Violon Sacre
Pool Play	Irish Gypsy	Joe Vann	Worth Repeating
Quality Road	Juniper Pass		Wyomia
			Yankee Fournune