



The Jockey Club companies provide the industry with a wide range of products and services. Profits from the commercial entities enable The Jockey Club to provide financial support to important industry initiatives to improve the safety of the athletes and the integrity of the game and to establish a firm foundation to grow the sport.

Among the initiatives and organizations supported by The Jockey Club									
Advanced Horsemanship Program	North American Racing Secretaries Association								
America's Best Racing	North American Thoroughbred Ratings								
American Horse Council	National Thoroughbred Racing Association								
ASTM International	Online Thoroughbred Identification Services								
Coalition for Horse Racing Integrity	OwnerView								
Electronic Treatment Records Database	Racetrack Chaplaincy of America								
Equine Disease Communication Center	Racing Commissioners International								
Equine Injury Database	Racing Medication and Testing Consortium								
Fayette Alliance	Racing Officials Accreditation Program								
Godolphin Thoroughbred Industry Employee Av	vards Racing Surfaces Testing Laboratory								
Groom Elite	Retirement Check-Off Program								
Horse Country	The Jockey Club Scholarship								
International Federation of Horseracing Authorit	ies Thoroughbred Aftercare Alliance								
International Forum for the Aftercare of Raceho	rses Thoroughbred Charities of America								
International Stud Book Committee	Thoroughbred Connect								
International Thoroughbred Breeders Federation	n Thoroughbred Incentive Program								
Jack Goodman Scholarship at University of Arizo	ona Thoroughbred Industry Employee Awards								
Jockey Health Information Systems	Thoroughbred Retirement Foundation								
Jockey Injury Database	Thoroughbredrulings.org								
Man O' War Project	United Horse Coalition								
National Equine Disease Communication Center									
National Museum of Racing and Hall of Fame W	ebsite Welfare and Safety of the Racehorse Summit								

The Jockey Club 821 Corporate Drive Lexington, KY 40503 (859) 224-2700 The Jockey Club 250 Park Avenue New York, NY 10177 (212) 371-5970

jockeyclub.com

James L. Gagliano, President and COO Matt F. Iuliano, Executive Vice President and Executive Director Laura Barillaro, Executive Vice President and CFO



The Jockey Club Registry is the breed registry for Thoroughbred horses in the United States, Canada and Puerto Rico. It integrates modern technologies into traditional registration procedures to streamline its operations for the benefit of all owners and breeders.

#### **Digital Certificates**

Beginning with the 2018 foal crop, certificates of foal registration are kept online. Interactive Registration, a free service, enables Thoroughbred owners and breeders to transact business electronically with the registry, including managing digital certificates.

#### **Microchips**

Microchips are a requirement of registration and are provided with all registration applications and genetic sampling kits.

#### **Online Names Book**

Use the online names book to check a name to see if it is currently in use or otherwise unavailable.

#### **Recently Released Names**

At the end of each year The Jockey Club releases thousands of names from the protected list. These names are published online to assist owners in identifying appropriate names for their Thoroughbreds. The list is updated daily to remove names as they are claimed.



Thoroughbred Incentive Program: encourages the retraining of Thoroughbreds into other disciplines upon completion of careers in racing or breeding.

Thoroughbred Connect: assists horse owners who are looking to rehome a Thoroughbred when its racing or breeding career comes to an end.

Transferred as Retired from Racing: enables owners to retire a Thoroughbred from racing without affecting its breeding privileges.

Tattoo Identification Services: helps identify Thoroughbreds with lip tattoos.

The Jockey Club Registry 821 Corporate Drive • Lexington, KY 40503 *registry.jockeyclub.com* (800) 444-8521 Rick Bailey, Registrar





The Jockey Club Information Systems Inc. (TJCIS) is the leading research and production source of North American Thoroughbred sales catalog pedigrees. TJCIS writes catalog pages for a host of sales companies. In 2015, The Jockey Club Information Systems purchased a majority ownership in BloodHorse.

### Equineline.com

*Equineline.com* is the international source for Thoroughbred and American Quarter Horse pedigrees, race records, mare produce records and sire reports as well as the innovative Portfolio Service, Trainer Program, Farm Program and Owner Program management services.

# Mare Produce Records Online Service/Apps

This app provides unlimited access to important and continually updated racing and auction information from around the world for all Thoroughbred mares and their offspring.

# Sales Catalog App

This free app enables the download of sales catalog books to iPads to view, assign ratings, record conformation notes and veterinary information, hand write notes, highlight pages, perform customized searches, create short lists, etc.

# **Custom Reports**

These reports are developed from the worldwide database used by The Jockey Club Information Systems, from mating decisions to bloodstock investments, from detailed track information to specific racing and sales results.



# Horse Farm Management Cloud™

Information such as Horse Inventory, Breeding and Health Record Information, Billing and Accounts Receivable Information for Board and much more are easily accessed. HealthBook enables use of a tablet PC with the program.

# **Pedigree Binder**

A complimentary feature that provides a unique, easy way to manage, store and view your Equineline pedigrees online. The online binders can be personalized with your own photos and binder covers and easily shared.

Pedigree Binder

The Jockey Club Information Systems Inc. 821 Corporate Drive • Lexington, KY 40503 *tjcis.com* (800) 333-1778 Matt Iuliano, President





# BLOODHORSE

BloodHorse's mission is to serve the Thoroughbred owner and breeder with integrity and improve breeding and racing through Thoroughbred magazines, BloodHorse.com, and a variety of professional products and services. BloodHorse is a partnership between The Jockey Club Information Systems and the Thoroughbred Owners and Breeders Association.

### BloodHorse Magazine/Tablet and Website

The flagship publication, founded in 1916, BloodHorse magazine is regarded as the Thoroughbred industry's premier international monthly publication. The magazine and website (bloodhorse.com) provide the industry with the most comprehensive racing and breeding information and analysis. The magazine is also available monthly in an enhanced tablet version with additional content and functionality.

### **BloodHorse Daily**



Global Stallions App

BloodHorse Magazine/Tablet

BloodHorse Daily provides the Thoroughbred professional daily news, analysis, race entries, results, and replays. Available as a free mobile application and a PDF emailed as a daily newsletter, BloodHorse Daily provides a recap of the previous day and an all-important look at the day ahead in Thoroughbred racing. In addition, Amazon Alexa can be used to listen to BloodHorse Daily feature stories. The Daily has a worldwide audience and the most extended reach of any daily news product in the industry.

# BloodHorse – Weatherbys Global Stallions App

Developed by the two leading sources for stallion information, this free app provides continually updated graphs, charts, and statistics pertaining to stallions standing in North America and Europe and timely worldwide racing information about their offspring.

In addition, BloodHorse publishes the Stallion Register (print and online), the breed's most comprehensive national and international listing of breeding stallions; Auction Edge, the industry's leading Thoroughbred auction sales supplement; numerous annual professional products; and numerous magazines, including Keeneland, New York Breeder, and California Thoroughbred, through its Custom Publishing Division. Online, BloodHorse also provides the TrueNicks<sup>™</sup> pedigree rating system in partnership with a pair of companies specializing in pedigree analysis.

> BloodHorse 821 Corporate Drive • Lexington, KY 40503 bloodhorse.com (800) 582-5604 Carl E. Hamilton, Chairman



**BloodHorse Daily** 



InCompass Solutions Inc. is the industry's leading technology solutions and software provider for racetracks and simulcast facilities throughout North America. InCompass offers consulting to racing facilities to help them take advantage of statistical racing and customer data.

### Track Manager System

The Track Manager System services every Thoroughbred racetrack in North America. An international version that supports both Spanish and Portuguese is available to the international marketplace. InCompass has integrated a number of data points in the Track Manager product with the Horseracing Integrity and Safety Authority (HISA).

#### **Interactive Racing Office**

To streamline the entry process for both racing office personnel and trainers, InCompass introduced the Interactive Racing Office. This platform enables trainers to make entries using their desktop or tablet devices during off-hours as well as while entries are being taken. A dashboard alerts trainers of horses on lists, upcoming expiration of Coggins and vaccines, a complete horse inventory including where

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those horses are stabled, horses' current HISA status, and the status of submitted entries.

# EquiTAPS

EquiTAPS is a free service that enables veterinarians, trainers, and other treatment providers to record and submit mandatory treatment records to the appropriate jurisdiction as well as to HISA for covered horses under its regulation. The application contains pre-populated horse names, medications, procedures, and race entries. Users can also create a medical practice that allows for shared favorite procedures and treatments.

#### Simo-Central.com

Simo-Central provides web access to all North American and many international simulcast programs in seven languages to simulcast sites around the world. A custom simulcast calendar is also available, which automatically alerts users to changes in host track schedules, eliminating the time-consuming task of making regular calls to all simulcast partners.

#### InCompass360

InCompass360 is a software and consulting service that supports customer segmentation, targeted marketing and loyalty programs. Areas of focus include wagering, admissions, ticketing, food and beverage, and gift shop. A new group sales package was rolled out in late 2018.

> InCompass Solutions Inc. 821 Corporate Drive • Lexington, KY 40503 incompass-solutions.com (859) 296-3000 Chris Dobbins, Senior Vice President



The Jockey Club Technology Services Inc. (TJCTS) provides technology solutions that encompass software development, technology consulting, and hosting and managed services to address organizations' business needs and assist in defining and implementing complex business transformations. TJCTS serves The Jockey Club companies, the Thoroughbred industry as a whole, and other clients.

#### **Software Development Services**

- Develop interactive applications across platforms, including mobile and cloud technologies
- Build dynamic, engaging, data-driven websites spanning ecommerce, content management systems, digital products and more
- Provide enterprise-level software solutions for diverse platforms, including data services, business analytics, document publishing, and work flow management



### **Consulting Services**

- Design and project management services for software development, IT infrastructure and system integration, and cyber-security
- Provide consulting services for business process engineering and corporate information systems

# Hosting / Managed Services

- Co-location, cloud services, and data center virtualization
- Servers, databases, network devices, and security
- Disaster recovery planning, design, and implementation
- 24X7 Infrastructure/Application monitoring and problem resolution



The Jockey Club Technology Services Inc. 821 Corporate Drive • Lexington, KY 40503 tjctechnology.com (859) 224-2700 Harold Palmer, President

# EQUIBASE

Equibase Company is a partnership between subsidiaries of The Jockey Club and the Thoroughbred Racing Associations of North America and serves as the Thoroughbred industry's official database. Through equibase.com and its mobile applications, Equibase engages fans daily in the promotion of the sport with a comprehensive menu of wagering products and free racing information.

# E-GPS

Equibase has made major strides toward automated tracking technology with its E-GPS system. Benefits of E-GPS include the ability to provide comprehensive data for each runner during the entire running of the race, which can be used to drive on-screen graphics and positions and margins for charts.

# **Race Lens**

Race Lens is an interactive past performance product that includes four key features: advance search and custom handicapping angles, the ability to back-test handicapping theories, customized past performance data with conditional formatting, and True Odds, which predicts how a race will unfold.

# Free Wagering Tools

As part of entries on equibase.com, the following free data is available to all users to assist with handicapping and placing a wager on a race.

- Entries Plus takes the data found in each race entry along with basic racing performance information and presents it in an interactive, graphic format.
- Smart Pick creates a suggested wagering ticket based on user preferences including risk tolerance, wagering amount, and placing extra emphasis on aspects such as trainer, jockey, or horse pedigree.
- Statlines provide unique insights about horses, jockeys, and trainers entered to run for every track and race across the country. Statlines data can be filtered by tags such as jockey, trainer, jockey/ trainer combination, horses to watch, exotic wagers, and track alerts.

# Virtual Stable

Virtual Stable lets you track your favorite horses, jockeys, trainers, tracks, and leading contenders in a race series or carryovers via e-mail when there is activity — and it's free.

# **Statistics**

Equibase provides current and prior year's statistics back to 2000 along with all-time leaders and leaders by track in a searchable and sortable format plus individual profiles on horses, jockeys, trainers, owners, tracks, and graded stakes races.

> Equibase Company 821 Corporate Drive • Lexington, KY 40503 *equibase.com* (800) 333-2211 Kyle McDoniel, President and COO



# TrackMaster

TrackMaster, an Equibase Company, provides horse racing information to handicappers of every skill level, but with a particular focus on the more advanced player. TrackMaster offers a wide array of electronic racing products for all modern display devices for Thoroughbred, Quarter Horse and Harness Racing.

TrackMaster provides many enhanced and value-added statistics, including the TrackMaster proprietary Power Ratings, Equibase Speed Figures, Equibase Class Ratings, TrackMaster Pace Style Figures, Equibase Pace Figures, sire and dam information, jockey, driver and trainer statistics, in addition to investment return (ROI) statistics.

TrackMaster also services harness tracks and their websites by developing enhanced data for video broadcast, an automated morning line, an interactive statistical database called "StatsMaster," and a simple-to-understand selection product.

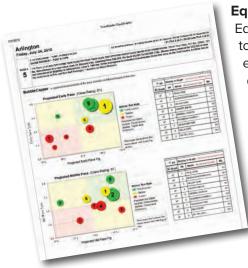
# Pocket Handicapper Suite and Tablet Handicapper

The TrackMaster Pocket Handicapper Suite, an all-in-one handicapping tool for smartphones, and the Tablet Handicapper for tablets give users the power of many TrackMaster products in the palm of their hand to quickly handicap a race.



#### **Past Performances**

TrackMaster offers a wide array of past performance products available in PDF and a variety of data files for those who use their own or third-party software.



# EquiGraphix

EquiGraphix is a visual handicapping tool presented in a simple format and enables users to access important data quickly and easily. Pace analysis, handicapping angles, speed figure patterns and much more are all contained in the utility.

TrackMaster c/o Equibase • 821 Corporate Drive • Lexington, KY 40503 *trackmaster.com* (800) 321-3343 Jim Vanderbosch, Vice President of Business Development





TJC Media Ventures, through its fan-development brand, America's Best Racing (ABR), focuses on creating, producing, and distributing a wide range of video and written content covering the sports, stories, stars, and destination venues. The ABR team leverages an award-winning video team, digital and social media channels, strategic partnerships and sponsorships, second-screen, livestream productions and earned and paid media to ensure the stories, stars, and human and equine interest features are found on channels and platforms where ABR's target audience lives and consumes content.

Through a partnership between ABR and NYRA, more than 1,000 hours of racing from Belmont Park and Saratoga Race Course will be televised on the FOX Sports Network, including FOX SARATOGA SATURDAY, a new national television show covering the summer meet at historic Saratoga Race Course.

ABR's social media following tops 394,000, with more than 80% of followers younger than 44.

ABR has partnered with The Jockey Club Thoroughbred Incentive Program (T.I.P.) to feature an array of youth ambassadors and highlight the repurposing of their off-track-Thoroughbreds (OTTBs) across select social media channels.

In 2022, ABR launched "A Stake in Stardom" in partnership with West Point Thoroughbreds and influencers Joey Mulinaro and Sarah Cline. The



influencers combined to create more than 102 social media posts, which led to a reach of nearly 30 million, engagements of 288,000, and more than 3.7 million video views. In year two of "A Stake in Stardom" the program more than doubled and three high-profile sports media personalities experienced the 2023 Kentucky Derby not as just as fans, but as minority owners of Kentucky Derby contender Jace's Road in partnership with West Point Thoroughbreds. NFL Network Insider Ian Rapoport, FOX Sports reporter Lindsay Czarniak, and Fox Sports talk show host Joy Taylor all attended the Run for the Roses at Churchill Downs. Their participation led to an array of positive national mainstream media stories and coverage.

ABR's "A Stake in Stardom" influencer campaign won Gold in the Influencer Marketing Campaign of the Year category in the 2023 American Business Awards among 3,700 entrants. The awards were created in 2002 to honor and generate public recognition of the achievements and contributions of organizations and working professionals worldwide. Past winners include Acer Inc., Apple, BASF, BT, Ford Motor Company, ING, Procter & Gamble, Roche Group, and Samsung.

> TJC Media Ventures 250 Park Avenue • New York, NY 10177 *americasbestracing.net* (212) 371-5970 Stephen Panus, President



Grayson-Jockey Club Research Foundation is traditionally the nation's leading private source of equine research funding, and it helps all breeds.

Since 1940, Grayson has provided more than \$40 million to underwrite more than 426 projects at 45 universities in North America and overseas.

Grayson-Jockey Club Research Foundation 821 Corporate Drive • Lexington, KY 40503 grayson-jockeyclub.org (859) 224-2850 Jamie Haydon, President





The Jockey Club Safety Net Foundation is a charitable trust that provides, on a confidential basis, financial relief and assistance to needy members of the Thoroughbred industry and their families. Assistance includes financial aid for medication, surgical and hospital costs, therapeutic equipment, as well as basic living expenses including rent, among other needs.

Since 1985, The Jockey Club Safety Net Foundation has disbursed more than \$16.5 million in benevolence.



The Jockey Club Safety Net Foundation 250 Park Avenue • New York, NY 10177 *tjcfoundation.org* (212) 371-5970 Shannon Kelly, Executive Director