



you **WIN**
when you **PLACE**
and **SHOW**
on the

on
trackTM
network

MEDIA KIT 2008

ONTRACK NETWORK

- Easy to plan, buy, and execute
- Easy to reach people **across North America** through a dynamic medium
- Easy to engage, measure, and integrate
- Easy to reach **over 98 million high income adults**
(83 million at venues + 15 million online)

Reach your prime prospect...

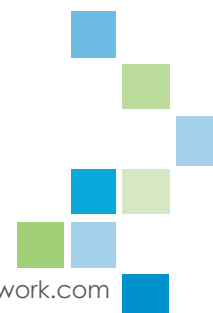
In a fragmented media universe, ONTrack offers advertisers the full attention of extremely desirable affluent consumers. ONTrack viewers spend hours focused on the screen.

NORTH AMERICA'S MOST EXCITING DIGITAL OUT-OF-HOME NETWORK



ONTrack, which has a Patent Pending, offers an innovative and highly integrated way for advertisers and agencies to clearly differentiate themselves from the competition. The opportunity is now, the possibilities are limitless.

**Learn why Advertisers and Agencies have added
Horse Power to their Media Buy.**





WELCOME TO ONTRACK - NORTH AMERICA'S NEWEST DIGITAL OUT-OF-HOME NETWORK.



Horse racing has always been one of America's favorite spectator sports, with 75 races a day 364 days a year. But access to this massive audience has traditionally been regionally fragmented, making national media buys impractical. Now, ONTrack has aggregated a network of 1,100 horse racing venues to deliver this prime audience to sponsors and advertisers.

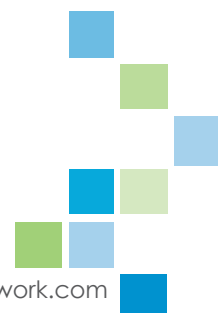
ONTrack harnesses a captive audience

The ONTrack Network raises the stakes in audience delivery, offering advertisers a dedicated, targeted audience of **98 million adults in an uncluttered, high-impact environment.** ONTrack delivers viewers who are fully engaged, focused and welcoming... we are their destination.

Your best bet in out-of-home networks

ONTRACK DRIVES YOUR MESSAGES TO THE FOREGROUND

Conventional broadcast media segregate ads from content, making zapping a snap and creating fragmentation. The ONTrack Network **guarantees audience attention and ad impact*** by fully integrating ads with high interest editorial content. Ads are inserted at peak viewing times.



* See case study

ABOUT THE NETWORK

Established turf

New media

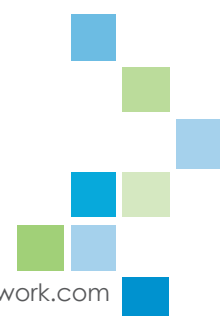
ONTrack offers advertisers **new and exciting ways of reaching ever elusive consumer** in a self-selected, targeted environment.

- Well established network operating in casinos, racetracks and sports entertainment venues across North America
- Digital Out-of-Home Networks are one of the **fastest growing media options** for advertisers: 24.5%* growth in 2008
- Viewers are **10x** more likely to notice your ad here than on traditional static media
- Viewers are **6X** more likely to notice your ad here than on TV
- Audience with a vested interest and "pays" to watch the screens: **\$17 billion** in revenue generated through betting. **72%** of viewers are also bettors
- Integrated media opportunities that engage the consumer through multiple touch points
- **98 million viewers**
- **66,000 screens**
- **1,100 locations in 24 of the Nielson top 25 DMAs**
- **High reach + frequency**
- 10% ad/edit ratio (3 minutes per 30 minute race cycle)
- Measurable media
- High ROI*
- On average 75 races a day 364 days a year
- High impact and frequency of message exposures

TNS/ESPN Sport Poll, 2006

* See case study

*PQ media



ABOUT THE AUDIENCE

Why you need ONTrack!

INCREASE IN HORSE RACING FAN BASE OUTPACES ALL MAJOR LEAGUE SPORTS *

- Nearly 90% of Americans 18+ actively follow a sport
- While all of the top 8 major league fan bases stagnated, declined or showed single-digit increases, **horse racing led the pack with a 12.7% increase** between 1999 and 2006
- 5% increase in 2006 alone

* 

League	2001	2002	2003	2004	2005	2006	Change 1999 to 2006
Horseracing	33.8	35.0	35.6	37.4	33.8	35.4	12.7%
NFL	65.8	66.1	66.2	67.5	67.8	68.4	3.2%
MLB	59.4	58.7	58.7	60.1	59.7	59.1	-3.3%
NBA	48.8	48.1	48.3	48.3	47.2	46.7	-3.5%
NHL	34.0	34.0	34.1	32.7	28.0	31.0	-10.7%
College Football	54.7	54.9	55.8	56.1	56.2	58.2	7.8%
College Basketball	46.0	44.9	45.6	46.3	46.4	47.1	1.7%
NASCAR	44.9	44.7	43.2	43.4	43.3	42.0	5.5%

- Horse racing ranks in the **top 10 major sports**
- The female appeal of horse racing makes it a **more balanced buy than some male-dominated sports**
- Active horse racing fans are dramatically over index in affluence and disposable income – they're **36% more likely to earn between \$70,000 and \$100,000 than the average American**

*ESPN Sports Poll January through December 2006

AN ACTIVE, AFFLUENT TARGET GROUP

THE FACTS ABOUT ONTRACK

THE AUDIENCE:

98 million focused individuals... with vested interest in our content.

DEMOGRAPHICS

* AGE	HORSE RACING FAN	POPULATION
35 - 44	15%	15%
45 -54	22%	20%
55 - 64	13%	11%
65+	19%	15%

Male 46%
Female 54%

* EDUCATION	HORSE RACING FAN	POPULATION
Some College	21%	20%
College	34%	32%

ONTrack delivers the affluent hard-to-reach audience

- Higher Education
- Higher Income
- Spend more time outside home

* INCOME	HORSE RACING FAN	POPULATION
\$70-\$100K	12%	11%
\$100-\$150K	9%	8%
\$150K +	5%	4%

* LEISURE TIME BEHAVIOR	HORSE RACING FAN	POPULATION
Go to Movies	29%	29%
Go out to Dinner	69%	62%
Go to Bars/Night Clubs	9%	8%
Go to Pro Sport Events	9%	8%
Go to Local/Amateur Non Pro Sport Events	19%	17%

37% of Horse Racing Fans attend a race event more than once a week

72% of visitors are also bettors

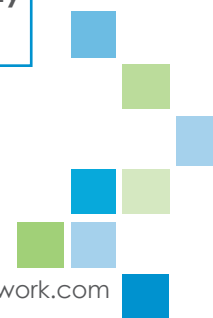
*Once a Month or More

VIEWER ATTITUDES ABOUT ONTRACK ADVERTISERS

56.7% agree: Advertisers are a leader in their industry

52.3% agree: Ads make them feel good about the company

36.6% agree: They want to buy the advertisers product





THE ONTrack ADVANTAGE

Advertising on the ONTrack Network offers advertisers a unique opportunity to build awareness and create a connection with a **sought-after consumer**. It delivers all the key attributes brands seek in their advertising objectives.

- Achieve their ROI
- Increase the touch-points with target market
- Optimize your media buy
- Maximize consumer engagement with your brand
- Trigger interactivity and connectivity through additional branding opportunities
 - SMS messaging
 - Sampling
 - Promotions onsite
 - Literature distribution

ONTrack CASE STUDY

ONTrack recently conducted a customized case study to demonstrate the **ONTrack Advantage**

THE STUDY: Budweiser Select, a new beer brand from Anheuser-Busch, ran a series of pure brand image commercials for a period of one month on the ONTrack Network. The study focused on beer sales at two of ONTrack's 1,100 venues in May 2008. There were no incentive offers within the commercial or promoted areas within the two venues.

Bud Select is a new brand with no previous advertising history or distribution therefore we consider the study to be accurate.

RESULTS Increased sales and a significant return on investment

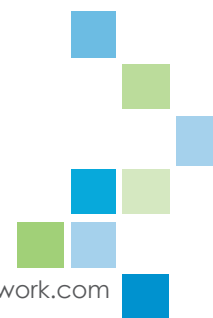
24.8% Increase in Total Beer Cases sold '07 to '08

41.8% Increase in Total Cases of **Budweiser**

75.2% incremental sales uplift for Budweiser can be directly attributed to **Bud Select**

28X Payback on media investment

Visit us online and read full case study.





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