

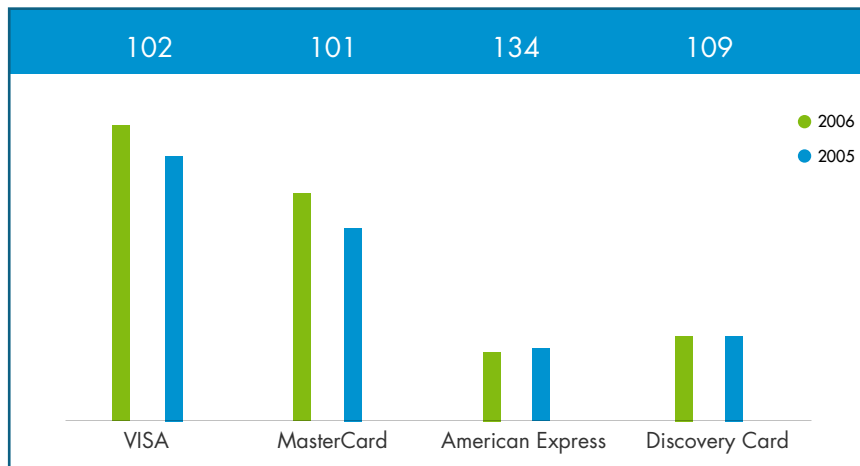


Horse racing has two very unique positions among all other forms of gaming:



1. The only form of gaming that is legal on the Internet in North America.
2. Accounts may be funded using credit cards.
  - Horse racing has approximately 100,000 account holders who use various forms of credit cards to fund their accounts for Internet transactions
  - In the US alone, approximately \$2 billion is placed through online betting
  - Annually, race-goers bet approximately \$15 billion—that's three times the total revenue of Major League Baseball
  - In 2008, 73 million Americans attended a racing event, 72% of whom placed a bet

Index Horse Racing Fan vs U.S. Population 18+



The above data comes from TNS Media Research. The Scarborough report by Arbitron and Racing Commissionaires International 2006.

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