



Horseplayers

- The Esquire Network is a partnership between Hearst Corp. and NBC Universal.
- 80-year old *Esquire* Magazine has a circulation of 750,000
- Esquire Network debuted in late September in 75 million households
- Esquire Network has 1.6 million followers on Twitter and 915,000 friends on Facebook
- Esquire.com attracts 4 million unique users and 32 million page views annually

Esquire's Target Audience:

The affluent and successful
male

- Horseplayers will debut January 7
- Production and promotional budget estimated at nearly \$3 million paid entirely by NBC-Hearst
- Seven cameras following eight cast members on a nine-month journey as they try to qualify for the *Daily Racing Form*/NTRA National Handicapping Championship

Filming in HiDef on location at...

➤ The three 2013 Triple Crown events

➤ Handicapping Tournaments at:

- Belmont Park
- Monmouth Park
- Saratoga
- Del Mar
- Keeneland
- Gulfstream Park
- Santa Anita
- Fair Grounds
- Eclipse Awards
- NHC in Las Vegas

Esquire Boilerplate

HORSEPLAYERS, an hour-long series of 10 shows produced by Go Go Luckey for Esquire Network, takes place in the high-stakes world of professional horse race handicapping, where the only thing bigger than the bets are the characters placing them. From Churchill Downs to Saratoga to Santa Anita, each episode follows a group of handicappers as they travel the country in search of instant riches – and compete for the title of America’s top handicapper.

- Peter Rotondo, Jr. – Vice President of Media and Entertainment, Breeders' Cup Limited
- Andrew Yex, Supervising Producer, Horseplayers

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