



Engage & Educate

HorseRacingNation.com & DerbyWars.com

12/6/2011
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CEO, Horse Racing Labs
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Horse Racing Labs

Leveraging technology in social and interactive platforms

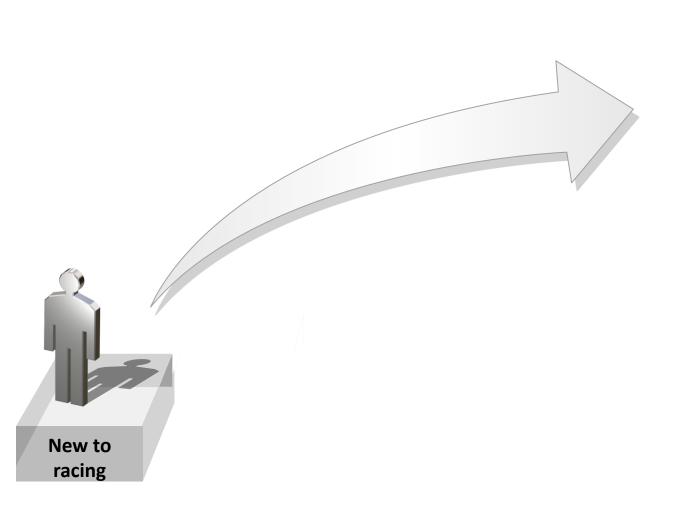
Over \$1.5m in technology capital investment in racing

- Horse Racing Nation April 2009
- Derby Wars October 2011
- RaceTabs (in partnership) 2012





How do we create more avid horse racing fans?









How do we create more avid horse racing fans?











HorseRacingNation.com

- Wiki Fan Site launched in 2009
- 2.7-million visits in 2011





HorseRacingNation - It's About Being A Fan

- Who Are the Biggest Stars Past, Present, Future!
- Where Are They Running?
- Who Will Win and Why?
- Let's Talk About It!







Large Audience of Beginners

- Fans of Horses
- Want to get more involved in racing
- Eager, willing, wanting to learn





Social and Interactive – Fans Educate Each Other!

Facebook-integrated comments



Lisa's Booby Trap Tim Snyder had to kiss a lot of frogs before this Princess came along!

Posted by CliffThirtyacre 1 - 4 hours ago - like - Comment

shores \cdot But that's the magical thing about our sport: She came. And they are making the most of it. \cdot 3 hours ago \cdot like





Social and Interactive - Fans Educate Each Other!

- Facebook-integrated comments
- Talk about racing's stars



Mucho Macho Man Has been nominated for The Harlan's Holiday Stakes Dec 17th at Gulfstream Park hope to see him there.

Posted by likin sparks · 10 hours ago · like · Comment

DeadHeat · very good to see him come back gradually. His speed will be a big weapon over this track. · 10 hours ago · like





Social and Interactive – Fans Educate Each Other!

- Facebook-integrated comments
- Talk about racing's stars
- Connect with other fans



Key She's Outta There in 7th at Sunland

Tuesday's 7th race from Sunland Park is an Optional Claiming event for fillies and mares dashing five and one-half furlongs on the main track. #8 She's Outta There (10-1) can land a major piece of this at nice odds. The consistent finisher enjoys this course/distance and exits back-to-back str...Read...read more

Posted by mdracing69 - 17 hours ago - like - Comment

travel_vic · Speed here is between the 6 Seachi and the 7 Pyrite on the Mind and one or the other should get good position to the point of getting to the line on top...Trying to rally later, which is not the style of sprinters at this distance at almost any race track, might be the aforementioned duo of the 1 Squiggle an...read more · 1 hour ago · like

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HOME BC KENTUCKY DERBY 2012 STAKES TRACKER TOP 250 BLOGROLL HANDICAPPING MEETUPS VIDEO SHOP DATA ABOUT STAKES TRACKER DESCRIPTION DATA DESCRIPTION DE LA BOUT DE LA B



What if Racing used the BCS?

Frustrated over how the Horse of the Year is decided? What if racing adopted a new system... Read More 戶

2012 Kentucky Derby | Hansen | Clark Handicap | Flat Out | Ruler On Ice | Rapid Redux | ZATT











What the Horse Racing Nation is talking about...



First Strike steps up in Zia Park Derby

Saturday's 10th race from Zia Park is the \$150,000 Zia Park Derby for 3-year-olds traveling nine furlongs on the main track. #4 First Strike (9-2) exits back-to-back sprint wins in Southern California and might prove a decent claim for Diodoro. The gelded son of Vindication fired late shots in his l.....read more

Posted by mdracing69 · 2 days ago · like · Comment

mdracing69 · Recent hot streak continues. Nailed the \$14.40 winner and \$63 exacta. Not bad payoffs for a 6-horse field. · 13 minutes ago · like



Silver Medallion versatile horse, does well on all surfaces, but turf is his calling.

Posted by CraigBradshaw 1 - 1 hour ago - like 1 - Comment



Secret Circle Can she go 9 furlongs or is she a sprinter only?

Posted by LarryDickson - 1 hour ago - like - Comment



Complimentary Horse Racing Digest

CLICK HERE!

Headlines



Jackie & Robbie Davis Tag Team at Big A

C C's Pal Motors Home in Garland of Roses

Stablemates Washington Bridge, City

- Kettle Corn Beats Tres Borrachos in Native Diver
- Class Break gets up in Pat Whitworth
- Ancient Rome Nips For Oby in Spectacular Bid
- It Happened Again Wins Claiming Crown
- Pedrolino Stomps Foes in Iron Horse
- Fair Grounds Earns NTRA Re-Accreditation
- Taxi Ride Springs Upset in Hollywood Feature

All News

The Ticker

Saturday, December 03, 2011

4.42 DM Croat foigh in the Spectacular Rid

Active Power Rankings

| Rank | Rating | Silks | Horse / Sire |
|------|--------|----------|---------------------------------|
| 1 | 8.48 | 1 | Frankel Galileo |
| 2 | 8.38 | | Havre de Grace Saint Liam |
| 3 | 8.30 👢 | | Black Caviar Bel Esprit |
| 4 | 8.27 | | So You Think High Chaparral |
| 5 | 8.17 | | Acclamation Unusual Heat |
| 6 | 8.09 | O | Game On Dude Awesome Again |
| 7 | 8.03 | H | Hansen Tapit |
| 8 | 8.02 | M | My Miss Aurelia Smart Strike |
| 9 | 8.02 | | Union Rags Dixie Union |
| 10 | 8.01 | ≈ | Amazombie Northern Afleet |
| | | | |

| Undefeated Watch | | | | | | | | |
|------------------|-------------|------------------------------------|---------------------------------------|--|--|--|--|--|
| # | | Undefeated | Trainer/Last Win | | | | | |
| 16 | | Black Caviar Bel Espirit | Peter Moody Patinack Farm Classic | | | | | |
| 9 | V | Frankel Galileo | Henry Cecil G1 QEII Stakes | | | | | |
| 8 | • | Awesome Feather Smart Strike | Chad Brown Gazelle Handicap | | | | | |
| 5 | SIA | Now I Know Pure Prize | Don Von Hemel Delta Princess | | | | | |
| 4 | \Y \ | My Miss Aurelia Smart Strike | Steve Asmussen BC Juvenile Fillies | | | | | |
| 3 | H | Hansen Tapit | Mike Maker BC Juvenile | | | | | |
| 3 | | Harbour Watch Acclamation (GB) | Richard Hannon Richmond Stakes | | | | | |
| 3 | | Secret Circle Eddington | Bob Baffert BC Juvenile Sprint | | | | | |

Plays of the Day

Sunday

Monday

Tuesday



Hol 12/4/2011 R8 - Bauble Queen offers value in Bayakoa

Sunday's 8th race (4:06pm PT) from Hollywood Park is the

Grade 2 Bayakoa Handicap for fillies and mares traveling a mile and a sixteenth on Cushion Track. #6 Bauble Queen (4-1) is getting good for Kruljac. The lightly raced 3yo filly has hit the boar...

Read more | 12/3/2011

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Horse Racing Nation

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2011 Breeders' Cup Dashboard

Horses, Replays, Morning Line, Handicapping and More...

Classic Mile Juvenile Turf Dirt Mile Turf Sprint Sprint Juv. Turf Marathon Ladies Classic F&M Turf Juv. Fillies F&M Sprint JF Turf

2011 Breeders' Cup Classic (G1)

🚣 11 fans 🛚 👥 10 people were there 🛮 🔏 3 people cashed 🛮 🟠 7 favorites

Date/Track: 11/5/2011, Churchill Downs

Post Time: 7:00 PM ET Distance: 1 1/4 m (Dirt)

Age/Sex: 3 + MTime: 2:04.27

*Rank is current Power Ranking among all active horses, based on highest HRN rating. Rating is based on HRN member <code>voting</code>. Rating Trainer / Jockey Last Start / Next Start

| Fin Silks | Horse / Sire | Rating | Trainer / Jockey | Last Start / Next Start | HRN |
|-----------|--|--------|-----------------------------|--|------|
| 1st | Drosselmeyer Distorted Humor | 8.07 | W. Mott M. Smith | 1st, 2011 Breeders' Cup Classic (G1) | 15-1 |
| 2nd | Game On Dude Awesome Again | 8.01 | B. Baffert C. Sutherland | 2nd, 2011 Breeders' Cup Classic (G1) Mar 3 - Santa Anita Handicap (G1) | 10-1 |
| 3rd | Ruler On Ice Roman Ruler | 7.73 | K. Breen G. Gomez | 5th, 2011 Clark Handicap (G1) | 30-1 |
| 4th | Havre de Grace Saint Liam | 8.35 | J. Jones R. Dominguez | 4th, 2011 Breeders' Cup Classic (G1) | 3-1 |
| 5th | Flat Out Flatter | 7.94 | C. Dickey A. Solis | 3rd, 2011 Clark Handicap (G1) Feb 11 - Donn Handicap (G1) | 6-1 |
| 6th | So You Think High Chaparral | 8.23 | A. O'Brien R. Moore | 6th, 2011 Breeders' Cup Classic (G1) | 5-1 |
| 7th | To Honor and Serve Bernardini | 7.84 | W. Mott J. Lezcano | 1st, 2011 Cigar Mile (G1) Apr 7 - Carter Hcp (G1) | 12-1 |
| 8th | Ice Box | 7.09 | N. Zito | 8th, 2011 Breeders' Cup Classic (G1) | 30-1 |



Top 10 Lists



10 Most Important Derby Preps

BREEDERS' CUP 2011 MOMENTS

Breeders' Cup 2011 Top 10 Moments

Upcoming Major Races

12/10 2011 Hollywood Starlet (G1)



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Havre de Grace

📵 [Edit]







Eclipse Sportswire

Havre de Grace against other champions!

🚣 10 fans 🛮 🏠 15 favorites

Owner(s): Rick Porter - Fox Hill Farms, Inc.

Trainer: J. Larry Jones

Kentucky (USA) by Nancy S. Dillman - [Add Data] Bred: Pedigree: Saint Liam - Easter Bunnette by Carson City Rating:

My Rating:

Rate this horse again.

Profile Pediaree Progeny

Siblinas

Biography

News & Notes

Photos

Comments

Loa

2:01.20

What the Nation is saying about Havre de Grace...



What do you think?

Post Comment

0 3+ F Blind Luck



The Eclipse Awards: Very Early Predictions

I've fired up the ZATT time machine and jumped forward just a little bit...Read More

Posted 18 days ago - like - Comment

Show All 20 Comments

rorschach1992 · Ahh, sorry about that! Here's my picks: 3yoM: Hansen, I've liked him from the get-go, and think his juvenile was no fluke, he is better than Union Rags and the lot. My dark horse for this award is Creative Cause. 3yoF: Weemissfrankie or Grace Hall. I think as they mature they'll overtake My Miss Aurelia. Old...read more · 9 minutes ago · like



What if Racing used the BCS?

Frustrated over how the Horse of the Year is decided? What if racing adopted a new system...Read More

Posted 11 hours ago - like - Comment

Havre de Grace - PedigreéEdit]

| | Saint Ballado | Halo |
|------------------|-----------------|------------------|
| Saint Liam | Sall IC Ballado | Ballade |
| Sallit Lialli | Ouiet Dance | Quiet American |
| | Quiet Dance | Misty Dancer |
| | Carson City | Mr. Prospector |
| Easter Bunnette | Carson City | Blushing Promise |
| caster burnlette | Toll Fee | Topsider |
| | Toll Fee | Toll Booth |

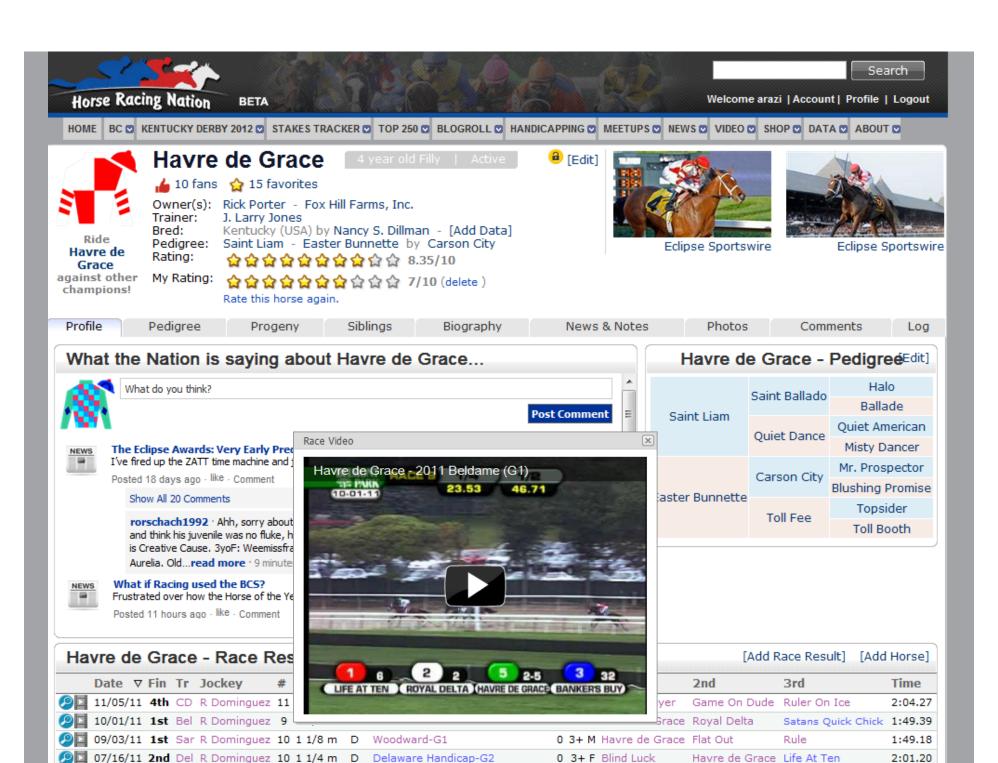
Havre de Grace - Race Results & Past Performances

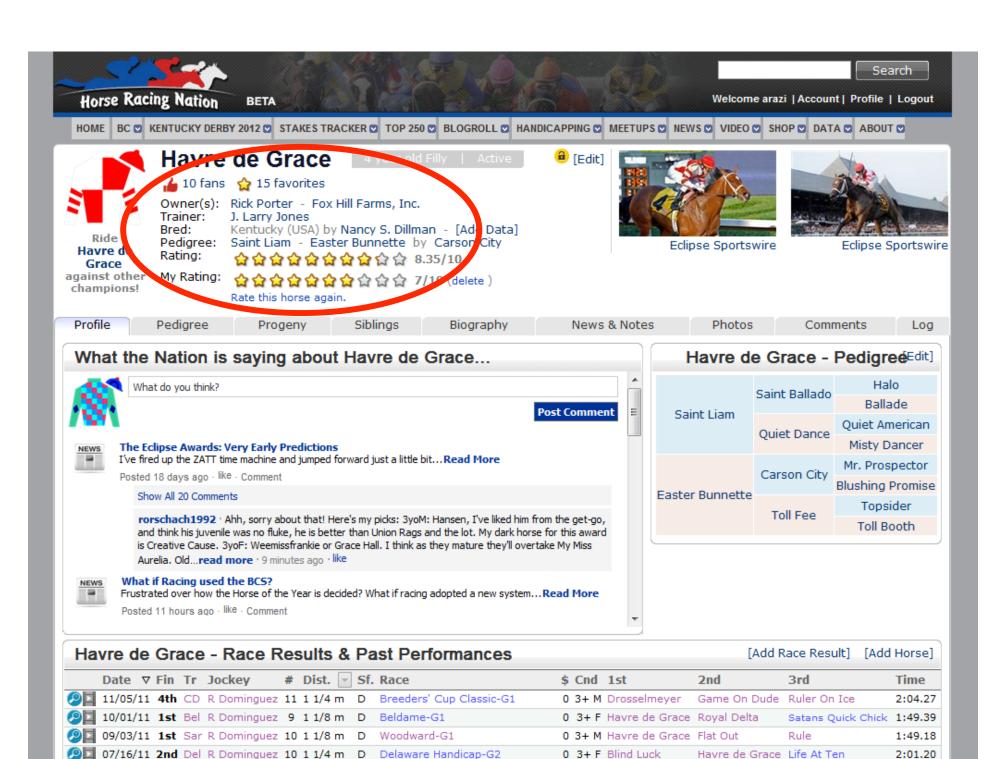
07/16/11 2nd Del R Dominguez 10 1 1/4 m D Delaware Handicap-G2

| [Add Race Result] | [Add Horse] |
|-------------------|-------------|
|-------------------|-------------|

Havre de Grace Life At Ten

| | Date | ∇ Fin | Tr | Jockey | # | Dist. | Sf. | Race | \$ Cnd | 1st | 2nd | 3rd | Time |
|----|--------|----------------|-----|-------------|----|---------|-----|--------------------------|--------|----------------|--------------|--------------------|---------|
| 91 | 11/05/ | 11 4t h | CD | R Dominguez | 11 | 1 1/4 m | D | Breeders' Cup Classic-G1 | 0 3+ M | Drosselmeyer | Game On Dude | Ruler On Ice | 2:04.27 |
| 91 | 10/01/ | 11 1st | Bel | R Dominguez | 9 | 1 1/8 m | D | Beldame-G1 | 0 3+ F | Havre de Grace | Royal Delta | Satans Quick Chick | 1:49.39 |
| 91 | 09/03/ | 11 1st | Sar | R Dominguez | 10 | 1 1/8 m | D | Woodward-G1 | 0 3+ M | Havre de Grace | Flat Out | Rule | 1:49.18 |





2:01.20



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Kentucky Derby 2012 Contenders

BETA

| RankR | Rating | Silks | Horse / Sire | Trainer / Jockey | Last Start / Next Start | Latest Comment |
|-------|--------|----------------|------------------------------------|------------------------------|---|--|
| 1 8 | 8.02 | H | Hansen Tapit | M. Maker R. Dominguez | 1st, 2011 Breeders' Cup Juvenile (G1) 🔄 Jan 29 - Holy Bull (G3) | Barbaroisthebest If Hansen and Union Rags race as they are expected to, the Derby will be the fourth time they meet. |
| 2 8 | 8.00 | | Union Rags Dixie Union | M. Matz J. Castellano | 2nd, 2011 Breeders' Cup Juvenile (G1) Feb 26 - Fountain of Youth (G2) | Barbaroisthebest How is Union Rags ranked higher than Hansen? I've watched all of there races and to me, Hansen is more impressive. |
| 3 7 | 7.97 | M | Creative Cause Giant's Causeway | M. Harrington J. Rosario | 3rd, 2011 Breeders' Cup Juvenile (G1) Feb 19 - San Vicente (G2) | DiegoVol After watching the replay about 6 times, I noticed that CC was starting to kick in the strectch until Hansen moved in front of him. Might have been a more |
| 4 7 | 7.86 | W _E | Sabercat Bluegrass Cat | S. Asmussen G. Melancon | 1st, 2011 Delta Downs Jackpot (G3) May 5 - Kentucky Derby (G1) | johndesi06 Insiders say the Robert B. Lewis is the next stopSanta Anita, Feb 4th |
| 5 7 | 7.82 👢 | | Secret Circle Eddington | B. Baffert R. Bejarano | 1st, 2011 Breeders' Cup Juvenile Sprint (LS) Dec 17 - CashCall Futurity (G1) | LarryDickson Can she go 9 furlongs or is she a sprinter only? |
| 6 7 | 7.76 | | Gemologist Tiznow | T. Pletcher J. Castellano | 1st, 2011 Kentucky Jockey Club (G2) | hoosierbred77 The tiznow horses are running very good this year and this colt has tremendous upside. Next race will probably be the southwest stakes at oaklawn |
| 7 7 | 7.67 | 8 | Exfactor Exchange Rate | B. Flint C. Borel | 1st, 2011 Bashford Manor (G3) 🛄 May 5 - Kentucky Derby (G1) | ajump08 This is a conversation on Facebook, a bit silly, but gives insight that Exfactor is looking unlikely to be ready for the Breeders' Cup "Majestic City: more |
| 8 7 | 7.67 | 2 | Liaison Indian Charlie | B. Baffert R. Bejarano | 1st, 2011 Real Quiet (LS) 🛂 Dec 17 - CashCall Futurity (G1) | stevebiscuit This will be Baffert's "big horse" next year. |
| 9 7 | 7.66 | B | Overdriven Tale of the Cat | T. Pletcher J. Velazquez | 1st, 2011 Sanford (G2) | RuffianlŁourdes Will not race this year anymore. |
| 10 7 | 7.66 | ks | Currency Swap High Cotton | T. Pompay R. Maragh | 1st, 2011 Hopeful (G1) | $\begin{array}{l} \textbf{hoosierbred77} \text{florida bred making waves. pedigree says more} \\ \text{sprinter than anything} \end{array}$ |
| 11 7 | 7.66 | | Friscan Two Punch | A. Stall S. Bridgmohan | 3rd, 2011 Bashford Manor (G3) | ugozenyatta love those color horses <3 |
| 12 7 | 7.61 | | Dullahan Even The Score | D. Romans K. Desormeaux | 4th, 2011 Breeders' Cup Juvenile (G1) | MichaelPavelick I see Dullahan drilled a :58 handily 5f workout on 09-15-11. Was the Keeenland strip freaky fast back then? |
| 13 7 | 7.60 | 8 | Majestic City City Zip | P. Miller G. Gomez | 13th, 2011 Breeders' Cup Juvenile Turf (G1) Dec 17 - CashCall Futurity (G1) | bigfootmauler this horse can do better i just hope he gets the opportunity to prove it! |
| 14 7 | 7.59 👚 | 1 | Rousing Sermon Lucky Pulpit | J. Hollendorfer J. Talamo | 2nd, 2011 Real Quiet (LS) Dec 17 - CashCall Futurity (G1) | PatriciaFilipovic He looks a bit like Blind Luck |
| | | | O'Prado Anain | D Romans | 1st. 2011 Remsen (G2) | |

BETA

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Top 250 Thoroughbreds of All-Time

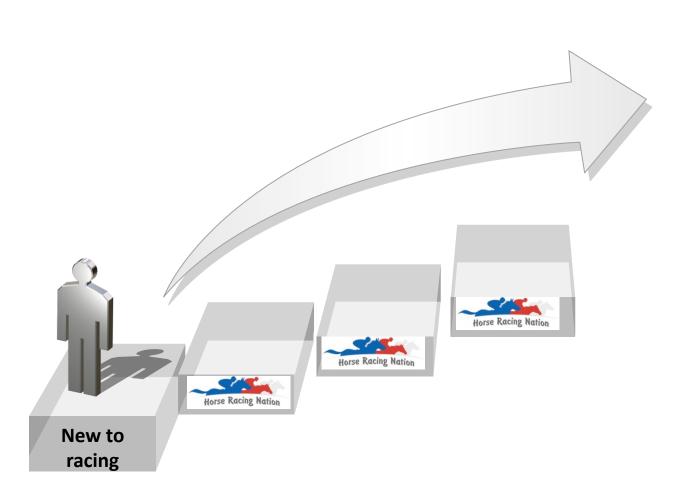


| Rank | kRating | Silks | Horse / Sire | Trainer / Jockey | Last Start / Next Start | Latest Comment |
|------|---------|-------|------------------------------------|-----------------------------|--|--|
| 1 | 9.36 | | Secretariat Bold Ruler | L. Laurin E. Maple | 1st, 1973 Canadian International (C2) | AlenaEgorova WE ARE RUSSIAN SECRETARIAT'S FANS! WE LOVE HIM <3 http://vkontakte.ru/secretariat_official |
| 2 | 9.34 | M | Man O' War Fair Play | L. Feustel C. Kummer | 1st, 1920 Kenilworth Park Gold Cup 📮 | mjtags11 Vote on my blog, horseracingstation.wordpress.com on who is the best racehorse of all time. |
| 3 | 9.24 | | Citation Bull Lea | B. Jones S. Brooks | 1st, 1951 Hollywood Gold Cup | Cocoa2 No other horse could run as often as he did. Even between the Preakness and Belmont he sneaked in a win. |
| 4 | 9.23 | | Seattle Slew Bold Reasoning | W. Turner A. Cordero | 1st, 1978 Stuyvesant (G3) | Coggins One heck of a year 1977! For One heck of a horse. |
| 5 | 9.23 | X | Spectacular Bid Bold Bidder | G. Delp B. Shoemaker | 1st, 1980 Woodward (G1) | RamonDimas one of the best horses of all times!!!!he's record in 1 1/4 miles is awesome!!! |
| 6 | 9.20 | | Affirmed Exclusive Native | L. Barrera L. Pincay | 1st, 1979 Jockey Club Gold Cup | sabbie77 My favorite horse of all time (aside from Secretariat) because he's the only one who ever had to fight Alydar for the Triple Crown. |
| 7 | 9.18 | M | Dr. Fager Rough'n Tumble | J. Nerud B. Baeza | 1st, 1968 Vosburgh Handicap | sI7293 His 4 year old season was the greatest year any thoroghbred ever had. |
| 8 | 9.08 | H | Ruffian Reviewer | F. Whiteley, J. Vasquez | 2nd, 1975 The Great Match Race | CeliaEardley Ruffian was amazing!! Who ever said she's overrated is a complete idiot (no offence to them but its true)! |
| 9 | 9.05 | | Zenyatta Street Cry | J. Shirreffs M. Smith | 2nd, 2010 Breeders' Cup Classic (G1) | kaless Wierd. Secretariat has 496 favorites, Ruffian has 99, Man o' War has 46, Rachel Alexandra has 115, and Zenyatta gets 468? Zenyatta should be placed wh more |
| 10 | 9.04 | A | Forego Forli | S. Ward B. Shoemaker | 5th, 1978 Suburban Handicap (G1) | kaless Don't forget that Forego won all of these races with at least 130 lbs. on him. |
| 11 | 9.04 | | Kelso Your Host | C. Hanford I. Valenzuela | 1st, 1964 Washington, D.C., International (G1) | icyhotboo Kelso was just before my time so I wasn't as familiar with him as other horses but looking at his record he must have faced as many good horses as any more |
| 12 | 9.04 | | Round Table Princequillo | W. Molter W. Harmatz | 1st, 1958 Santa Anita Maturity | icyhotboo As for grass in North America:Secretariat(or in the world) John Henry,Dr.Fager carried 139 many times and set records at that weight(surprise) |
| 13 | 9.01 | | Swaps | M. Tenney | 1st, 1956 Washington Park Hcp | icyhotboo I was looking at his races on U-Tube and also reading about him Really an amazing horse Sometimes things slip |





First steps: Engage, Educate, Deepen Interest









Derby Wars is a first-ever racing 'game experience'

- Social, interactive horse racing contest game
- Intuitive look and feel
- Best practices from online poker, fantasy football and racing

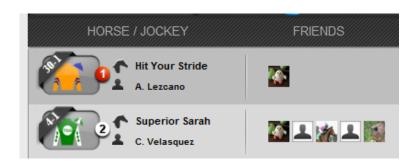






Derby Wars has multiple social hooks

- See your friend's picks pre-race
- Hold private chats with friends
- Easy invite tools, viral messaging











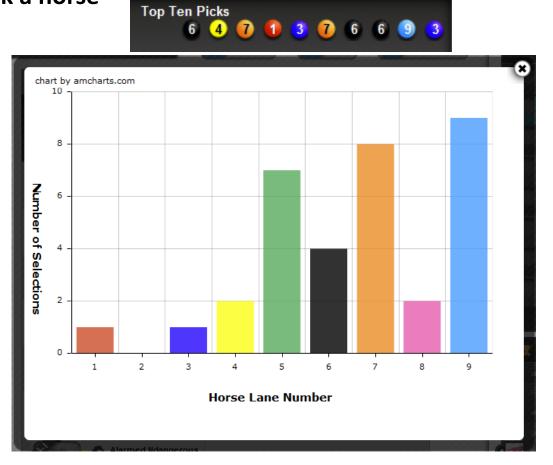






Tournaments are Fun and Easy!

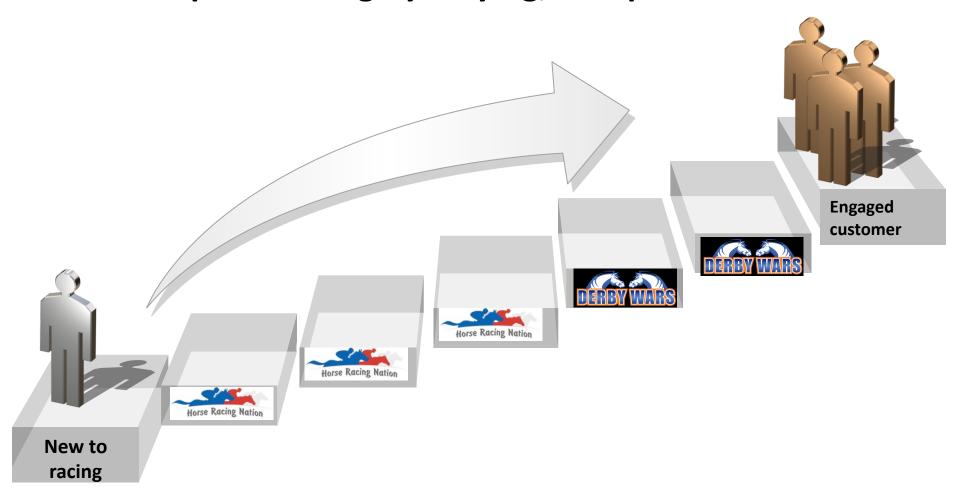
- Don't have to Bet! Just pick a horse
- Never really out of it
- Safety in numbers







Next steps: Learning by Playing, Compete







DerbyWars.com

- Mobile version December 2011
- Facebook and Track website version January 2011
 - Play for Points and Entertainment





Questions?

Contact – <u>markmidland@gmail.com</u>