Cause The Times, They Are A-Changin'





- 1. Are they at tracks and using ADWs today?
- 2. Will they be wagering fans, owners or breeders of tomorrow?
- 3. Do they understand our product?
- 4. How do we get their attention, and draw them in NOW?









THEY'VE GOT THEIRS WE NEED OURS











GET THE LATEST PICKS FOR THANKSGIVING WEEK

NFL, College Football, NBA, NHL and College Basketball

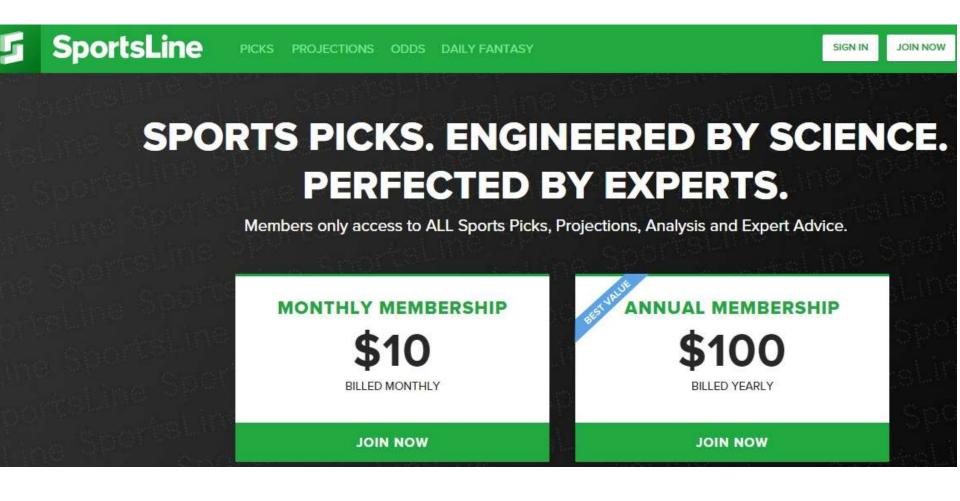


NFL

Get Exclusive Graded Picks for EVERY game from Thanksgiving day through the playoffs.

GET NFL PICKS

CBS Sports Just Got In Last Week!



FOLLOW THEIR MONEY! Millennials ARE Handicappers

Every week millions of millennials handicap the performance of NFL football players to wager in fantasy football.

Racing has better handicapping &

"more realistic stats" than football.

Why aren't millennial wagering on our product?







"BET HERE...BET HERE" Is Not Enough







Problem: The millennial won't wager on Thoroughbred, Harness or Greyhound racing If they don't understand the brand.

Solution: Rule of Consumer Brand Conversion: Sample, Trial and Evaluation

We must sample and engage millennial's with something appealing, exciting, & with a model they understand



EDUCATION ACTIVATION ENROLLMENT HANDICAPPING \$1,000,000 PRIZE PLAY FOR FREE **GO TO TRACK** USE Your Phone, iPad or Computer **SOCIAL MEDIA TELL YOUR FRIENDS FUN & EASY ENTERTAINING**

SHARING
WINNING
RACING...LOVE IT

TRACKS & ADWS NEED MILLENNIALS RIGHT HERE, RIGHT NOW





Here's Product To Generate Sampling, Trial, Evaluation And Ignite The <u>FIRE!</u>



PLAY 20 FOR FREE on your Cell Phone, iPad or Laptop









Like to Win Prizes?
Want to Win \$1,000,000?
Think You Can Pick 20 Straight Horse or Dog Races?

PROVE IT!

Play For Free

REGISTER NOW



Can someone pick 20?



In the minds of Millennials the answer is **YES!** anything's possible and worth a try.

For racing's current fan base, the answer is Probably **NO**!

20 is not about reaching current fan base!



20 Is About Prizes!

Track Prizes Urge Millenial's To Wager & Continue Their Streak

- 3 straight wins "Trifecta" get an on-line scratch-off card for a \$10 to \$15
 free wager on track ADW. Register on our ADW for your free wager prize.
- 5 straight wins A choice of \$20 in casino free play or a Yonkers Cap and T-Shirt.
- **7 straight wins** \$50 **live win wager** redeemable at Players Club Center.
- 9 straight wins Tickets to a concert at the track or \$100 in match play from Yonkers ADW.
- 10 straight wins "Half Way To A Million: Night at the Races" with dinner for two, \$100 win wager, starting gate ride, race name and race presentation in Winner's Circle with photograph to put on social media to show your friends!
- **19 straight wins** You win a lease for one year on a **brand new car** from track sponsor if you fail to win your 20th straight race.
- 20th straight win You win \$1,000,000 CASH!





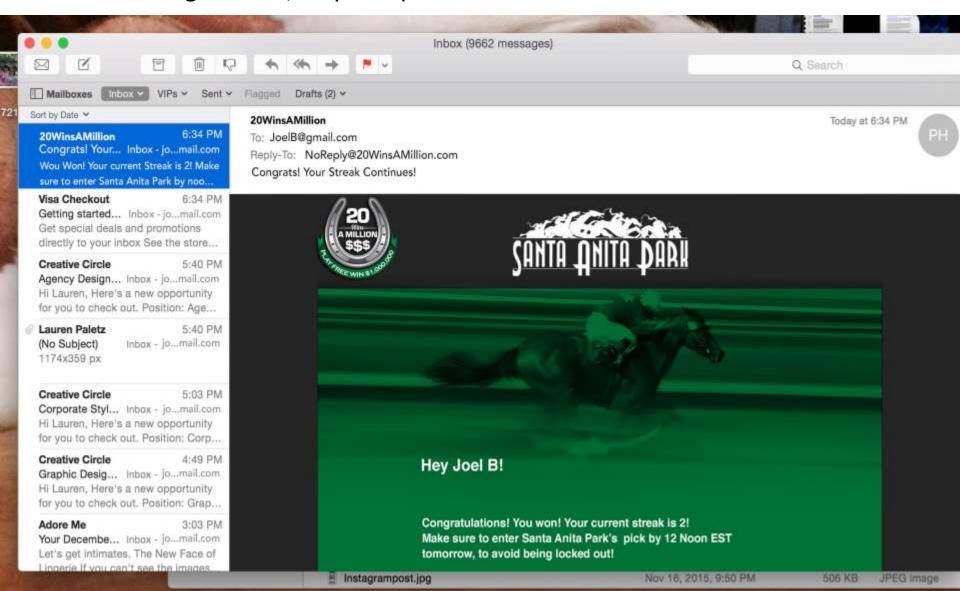
Winning is Easy From The Start!

DAY 1: If your pick finishes in the top 4, you win! Your streak has begun.



EMAIL TEXT ALERTS

At Registration, Players Opt In For Track & Game Announcements



Every Loves a Winning Streak!

Level 2: If pick finishes in the top three, YOU WIN AGAIN & advance.

Level 3: If pick finishes 1st or 2nd receive **first** *game prize*





Robert Stevens

November 12, 2015 @

Going to Gulfstream Saturday picking up prize from 20. Who wants to meet there and hang out? #20WinsAMillion

Like - Comment - Share

Trends - Change

#CyberMonday

Get plugged in on #CyberMonday w. Verizon. Get great deals. Get going.

Promoted by Verizon

#20WinsAMillion

78.9K Tweets

#BlackInkCrewCHI

12K Tweets

#CharlieBrownChristmas

11.6K Tweets

#BatmanvSuperman

21.5K Tweets

Tommy Dreamer

Started trending in the last hour

#TheVoice

17K Tweets

Cameron Dallas

34.5K Tweets





Instagram





JackMan





- 24 Likes
- JackMan3 Brought my Squad at the track today to win my 7th race. #20winsamillion

















Then the Game Gets Harder!

Levels 4-20 MUST PICK THE WINNER

If pick loses, streak goes to zero but players start again next race day!



SIMILAR FREE ONLINE GAME

Sampled, Tried And Successful

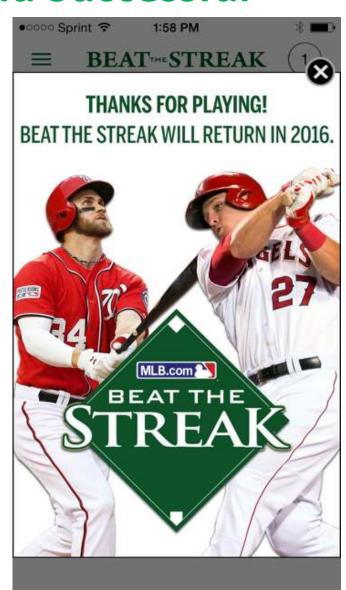
Major League Baseball has been running a similar FREE ONLINE GAME called Beat The Streak for the past 14 years.

Their prize is \$5,600,000 for 1st person to guess ballplayers to get a hit in 57 straight games.

Nobody has won in 14 years, but millions keep trying and MLB just announced game continuation for 2016









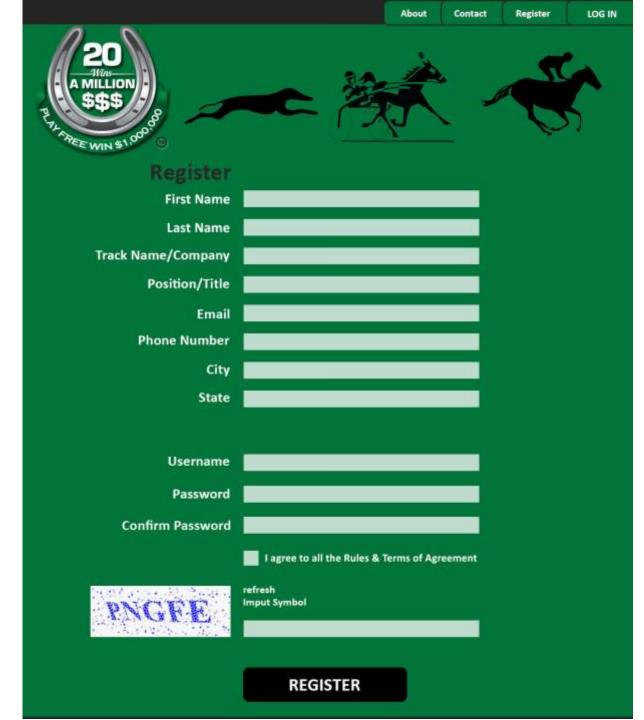
Username

Password

Remember Me

Forget Your Password? Click Here
Don't Have an Account? Click Here

LOG IN



MY STREAK

Date	Picks	Streak
Dec 07	Select Your Horse	
Dec 06	Trulamo	3
Dec 05	Trace of Grace	2
Dec 04	Ribot Star	1
Dec 03	Tailer Made	0
Dec 02	Winner Winner	2
Tue	April Mae	

Position	Horse Name	Select
1	Camarrow	0
2	Source Of Pride	0
3	Magical Telf N	0
4	Mitchell Blue Chip	0
5	River Run For Ryan	0
6	Ponderosito	01
7	Gymokes Jerry	0
В	Finding Terror	0
9	Rude Bay	0

Driver/Jockey/Trainer Stats

an as at stood

MERCANA REPORT

Track Handicapper Picks

Handicapping 101 Course

Back

224 564 4241

4521

Make Your Pick

1 MILE PACE
PURSE \$9,000
Thursday, December 3, 2015
HARRAH'S PHILADELPHIA

NW \$4,500 in Last 5 Starts 4 Yr. Olds & Older Last Start for a purse of greater than \$12,000 ineligible PA Preference EXACTA-TRIFECTA SUPERFECTA

Manethar Vannaria Albetrattat

PLEASE ASK FOR HORSE BY PROGRAM NUMBER MIKE SIMONS (54) grad grange (1,795-209-229-217-228) Tr-CHESTER LEBO JR (59-7-10-6-247) 2015 27 1 2014 25 2 1:53 PhPs ft b g 7 by Ponder-Ms Amanda B-Cam Fella CAMARROW (PAXIL) Justin Lebo Cartisle PA Life 145 20 18 13 \$173,437 5, 1:51°HoP's ft LAST 5 STARTS-\$2,860 11-25 E 9PM 1 Br-Dunroven Stud KY Parest.ogryfioodbet.Camarrow -7 11000 It 51 nw7000L5 27 554 1241 1531 29 1537 1100 Wilmons Chi. ebo.h 11-15 % SPM 13000 ft 60 mw10100L5 263 544 1231 1529 6 811 703 96 77 297154 40:30 JoBorgiomo Chilebolii ABetaHatHdrytonNewfort -8 11-8 th 4PM 13000 ft 56 mw10000L5 27 543 123 1521 7 89 291 1531 49.70 TiTetrick (Dicebol) Twelferaco, Techtriffe Glot, volter: -B 75] 11-1 % 4PH 18000 # 53 nw15000L5 57 124 152 5 559 39 751 65) 70 281 1531 33:40 DvMiller **Chi.ebo.h** MrFrareinHgrywContidooMtrs -7 10-14 F 2Ptil 13000 R 66 mw/100000 5 271 562 1232 1522.5 30 287153 18.50 CoCallahan O'k eboli MytmsTerrBeampscte.Carnamow -4 Simportsofficerniwh, Sweetflook, -0 13000 ft 59 154 = 25.10 Allorgan **QiLeboli** Tr-NICHOLAS DEVITA (52-5-6-6-199) BRETT MILLER (42) pur-wh-gra (2,140-259-301-274-242) 2015 32 4 2014 29 9 \$61,585 \$80,068 1:52 PcD's ft 1:52 Stga ft b h 5 by American Ideal-Trim Hanover-Camtuck Mark 5 Ford Campbell Hall NY SOURCE OF PRIDE \$285,424 3, 1:50 YR ft 86 18 Life Br- Britany Farms.KY LAST 5 STARTS-\$1,655 11-25 # 1PM 9000 ft 5t nw4500L5 263 543 1231 1523 5 29²152³ 4.90 TiTetrick ArForArtBaknobe,SproOfPrd -6 11-14 to 4Pc08 12000 ft 39 263 552 1231 1513 1 302 1534 9:00 ANapolitano NDevita Aconditive Sweet Secret Cause +8 DW9000E5 3"4 819 10-26 5 11YR 17500 ft 52 271 571 1261 1544 4 283 1554 4400 MultiscDonwidMiFord RokToGryBackupA.ClassoGent -8 NW12000.5 563 661 643 345 FanOfTerr/FeUeNgcFUVernCore -B 10-19 # 5YR 273 563 1252 1531 4 5% 287 1551 22 70 MaldacDovaldMcFovt 15500 ft 48 NW8000L5NY 573 561 403 591 10-5 # 7YR NopsuneDoreTiWynDrebcretw -6 Classisstr-FandTollcrdifyTemucjn -6 19000 ft 60 NWBOOOL5NY 27 56 1242 1532 6 45 317 1567 11.90 MattacDonaldNaFord 22000 ft 70 281 1534 6500 MaklacDonaldMiFord PAT LACHANCE (40) c red-wh (1,060-99-129-143-206) Tr-RON COYNE JR (120-15-12-11-211) \$3,723 \$41,922 No Std Rec Time 2015 ts g 7 by Live Or Die-Super Teff-Caprock 17 MAGICAL TELF No Christopher J Mazzone Palm Harbor, FL Life 50 20 \$177,964 No Std Rec Time Bo- M R Morton NJ LAST 5 STARTS-82,251 11-25 F 9PM 11 PameLegcyGrootBet.Camarrow.-(7 11000 ft 51 mw70000.5 27 554 1241 1531 5 271 56 1242 1532 7 1591 *90 TiTetrick RioCoyne.ir 11-14 to 79160 6000 ft 48-1 291 1542 13.90 MarshallII RoCoynear MearlygnSpreeMachAmercrPg -7 NW5000K4CD 11-5 # 2FM1 301 1009 1301 158 5 559 NB Pal, achance. RoCoyne.lr UtraShokMagcffelf.SpmeMads -6 Tt. 60 QuesP 471 39 277 158 RACED APPROX 18 MILE Skippyrescalar/Dhl/Outrageouse 9-25 # FT_AS 244 AAshwood 9-18 6 FT_AS 7637 RACED APPRIOX 15 MILE AAshwood Savesometimesorhearn/Himachmy RACED APPROX 16 MILE Fivestar AcvidBotenDelight.Im AAshwood GEO. NAPOLITANO JR (49) red-wh-gm (3,029-802-541-371-40 Tr-MICHAEL HALL 1112-27-19-15-3800 2015 22 2014 8 \$39,416 1:53°PhP+ ft b c 3 by Rockmol Hanover-Jk Good Vibrations-Bettor's Delight Michael P Hall Dagsboro,DE \$5,592 1:58°FrD% ft MITCHELL BLUE CHIP \$45,008 3, 1:53 PhPs ft Life Br-Blue Chip Farms LLCNY LAST 5 STARTS-\$2,985 11-18 % SPNR 9000 ft 50 CashCabErBoonWitchBit +7 mw4500L5 272 554 1242 1533 7 2811531 2.20 Ohispolitnour MHMI 11-10 to 14Pt:08 8500 ny 51-2 mw3000L5 271 56 1247 1521 3 433 431 37 44 44 281 153 7.50 ANapolitano MHW Magartilecular Denness Feel Tresinis - 7 11-3 B BPEDE 264 552 1232 1513 8 871 29 1537 7.10 (NepotinoJr Wtvf Hopfribith/BirringGeris/Scholokids. -0 8500 N 56 mw3000L5 B(4) 855 AtaBoxBrs.BsWeddle:DtcTrydr -8 10-19 € 1HW 100000 ft 50 695 871 673 28*1547 *120 CoCallahan Millall NW99009.T 279 562 1243 153 6

GC1

OIL

4010

SAMPLING

ENGAGEMENT

TRIAL

EVALUATION

ACTIVATION



Do you think someone you know...
a family member, friend or neighbor
might play a Free Online Game
to win \$1,000,000?



Thank you!

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www.20winsamillion.com







Like to Win Prizes?
Want to Win \$1,000,000?
Think You Can Pick 20 Straight Horse or Dog Races?

PROVE IT!

Play For Free

REGISTER NOW