



INTERNATIONAL BLOODSTOCK EXCHANGE

An Introduction

December 2008



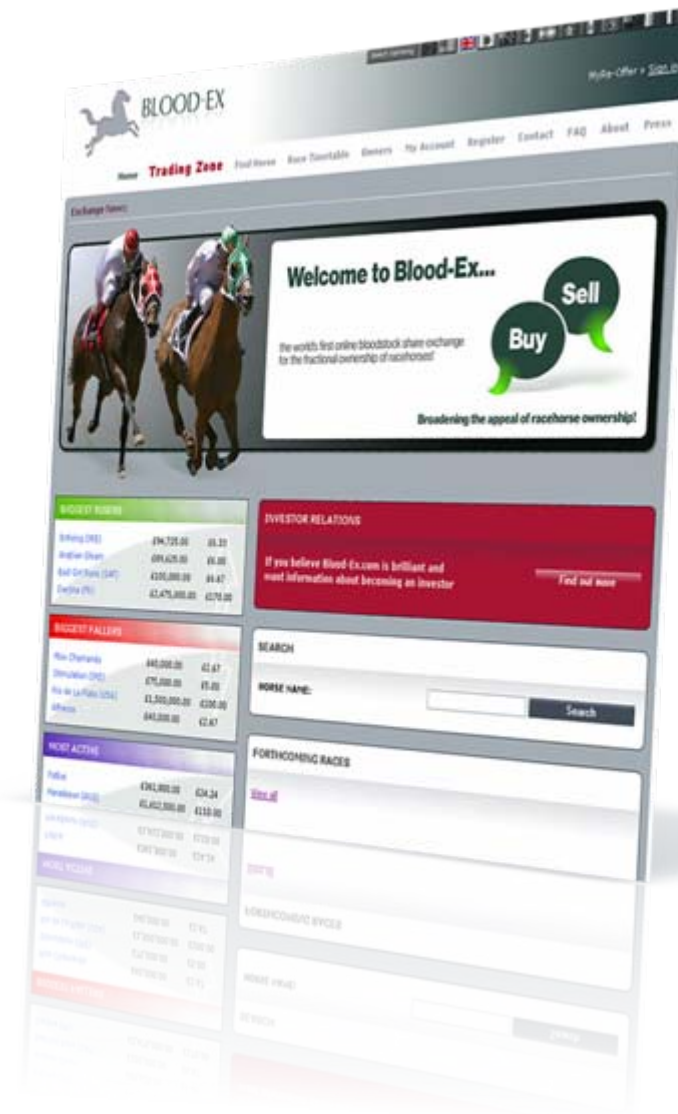
WWW.BLOOD-EX.COM WILL LAUNCH GLOBALLY in 2009

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Blood-Ex will launch globally in 2009

- It will be the worlds international stock exchange for racehorses and stallions.
- It has already enjoyed a highly successful proof of concept trial during the 2008 Royal Ascot race meeting in England
- It has attracted an estimated 10,000 people during the pre-launch trial period
- Over 100,000 page impression downloads have been secured
- Its sister company secured over £1.5m of selling bloodstock in first eight weeks of trading
- Combined, Re-offer and Blood-Ex have been accessed by visitors in an estimated 46 countries around the globe spanning all five continents



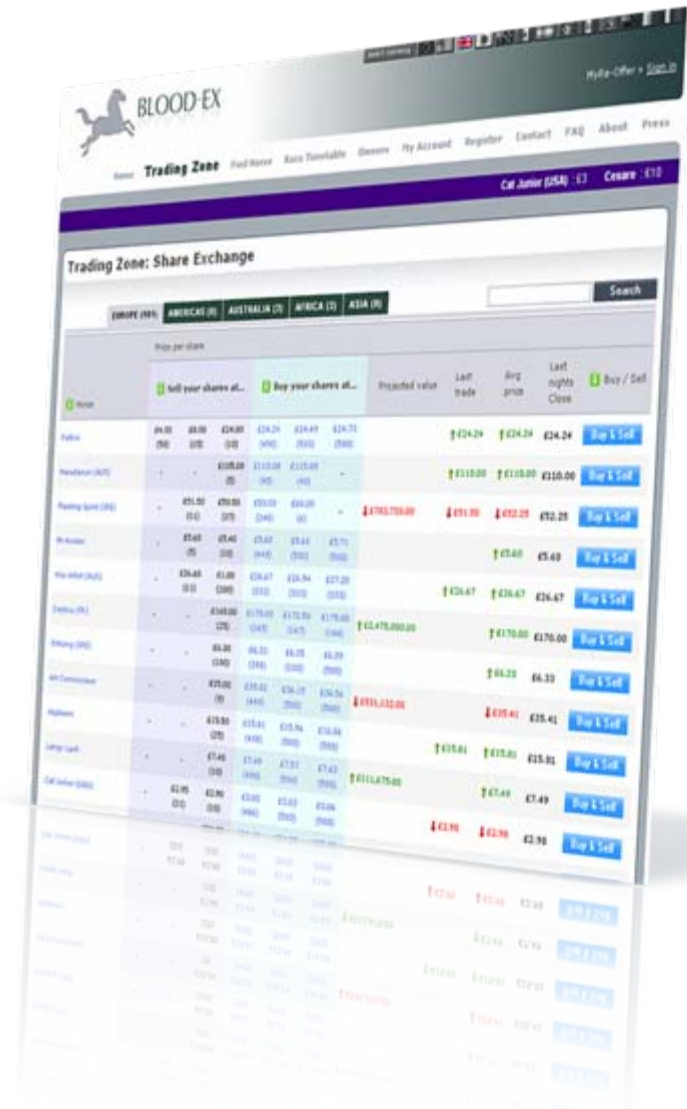
WWW.BLOOD-EX.COM WILL BE GROUND BREAKING IN ALL RESPECTS

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Blood-Ex is unique

- It brings liquidity to bloodstock assets
 - It creates fractional ownership
 - It allows investors / buyers to trade in the fractional ownership of horses based on high turnover trading.
 - It takes place on a fully transparent stock exchange
 - It is live and real time trading
 - It is 365 days of the year and 24 x 7
 - It will appeal to a new audience of owners
 - It will appeals to the financial hedge fund community
 - It will access lucrative markets not accessible by gaming organisations
- and...
- It is ground breaking



WWW.BLOOD-EX.COM – KEY POINTS

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The International Bloodstock Exchange...

- Allows owners to list up to 49.9% of any horse with a rating equal to 85 internationally
- Buyers are buying 'beneficial' shares forming a recognised legal transaction
- Each horse listed has its market value broken out into 1/15,000 shares with just under 7,500 able to be listed at any one time
- Buyers are purchasing a class of share which does not give them participation in the purse
- However, buyers own a class of share which does not require them to contribute in any way to the upkeep of the horse
- Once listed on the Exchange owners cannot sell any part of their horse privately (without the permission of Blood-ex) and can only sell the horse at public auction where the sales company will send directly to the Exchange the portion of the sale proceeds due to the owners of that horse as recorded at Blood-ex
- Industry Regulators have been consulted in Europe based on Blood-ex being launched globally. Blood-ex is not regarded as a 'gaming' site but is regarded as an 'investment' site but not one which offers 'advice'. It is unclear who the ultimate regulatory will be and further discussions are taking place.

	Price per share	Projected value	Last trade	Avg price	Last night's Close	Buy / Sell
Gallop	64.00 68.00 62.00 62.24 62.49 62.75			624.24	624.24 624.24	Buy & Sell
Mane Street (UK)	610.00 610.00 610.00 610.00 610.00			610.00	610.00 610.00	Buy & Sell
Mane Street (UK)	451.00 451.00 451.00 451.00 451.00	470.75000		451.00	452.25 452.25	Buy & Sell
Mane Street (UK)	45.40 45.40 45.40 45.40 45.71			45.40	45.40	Buy & Sell
Mane Street (UK)	43.40 43.40 43.40 43.40 43.75			43.47	43.47 43.47	Buy & Sell
Mane Street (UK)	434.00 434.00 434.00 434.00 434.00	434.75000		434.75	434.75 434.75	Buy & Sell
Mane Street (UK)	43.20 43.20 43.20 43.20 43.20			43.20	43.20	Buy & Sell
Mane Street (UK)	433.00 433.00 433.00 433.00 433.00	433.12500		433.41	433.41	Buy & Sell
Mane Street (UK)	433.00 433.00 433.00 433.00 433.00			433.00	433.00	Buy & Sell
Mane Street (UK)	43.40 43.40 43.40 43.40 43.40			43.40	43.40	Buy & Sell
Mane Street (UK)	43.00 43.00 43.00 43.00 43.00	43.12500		43.12	43.12	Buy & Sell
Mane Street (UK)	43.00 43.00 43.00 43.00 43.00			43.00	43.00	Buy & Sell

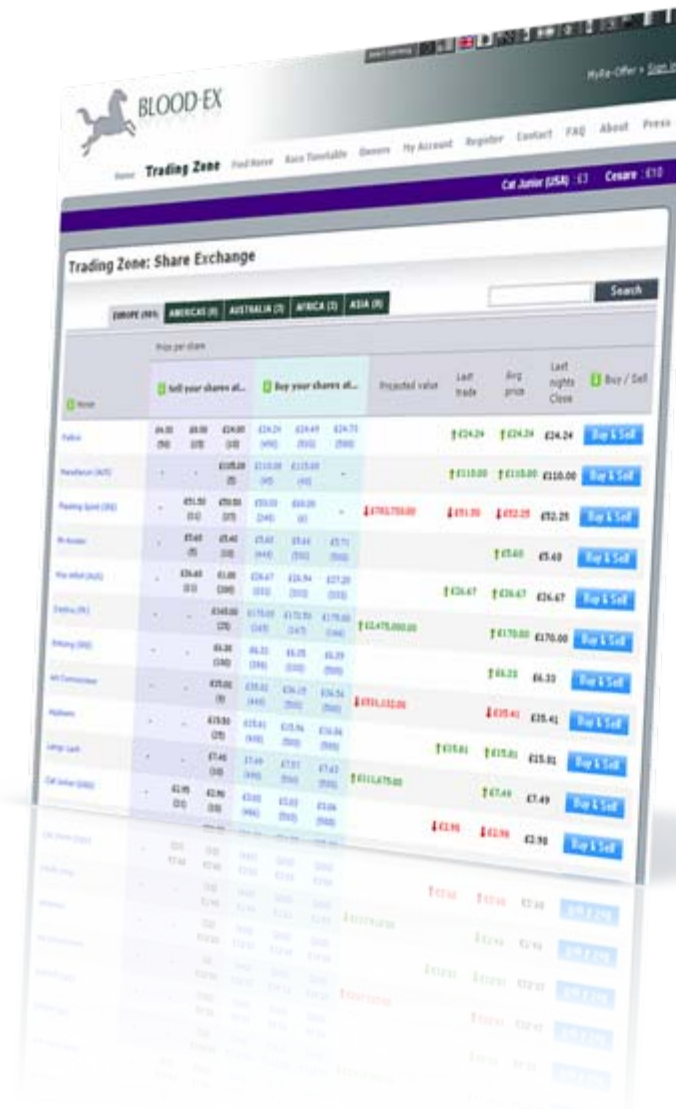
WWW.BLOOD-EX.COM IS VERY IMPORTANT TO THE FUTURE OF OUR INDUSTRY

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The Bloodstock industry is suffering

- We are not immune from the Credit Crunch
- Attendances are down
- Bloodstock sales are down
- Buy backs are up
- RNA's are up
- The cost of owning a racehorse outright is almost prohibitive in the current economic climate. Unless we make ownership affordable again we risk losing owners for ever.
- The liquidity has been drained from the market in dramatic style and with unprecedented speed
- We need to attract new audiences to racing.
- To attract them – we will need new, modern and innovative propositions. Blood-ex is one of these.
- It creates liquidity for existing owners
- It lowers the cost of entry to the industry for new owners/enthusiasts by embracing true fractional ownership capable of being traded for profit.



WWW.BLOOD-EX.COM HAS BEEN DEVELOPED ON AN OUTSTANDING TECHNICAL PLATFORM

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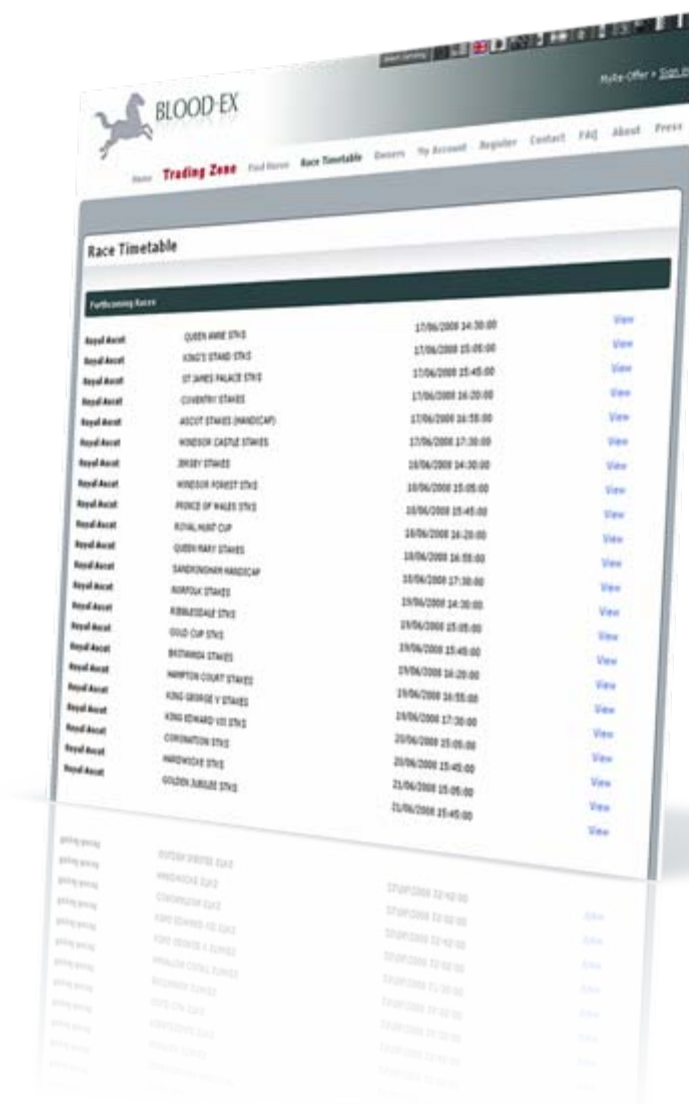


It is safe and secure

- Technically – the site came through a Live User Simulation Trial period with no reported technical compromises
- The site has been rigorously tested
- Client monies are held through one of the worlds leading banking corporations
- Blood-Ex has been approved by the British Horseracing Authority
- It is backed by GCG plc – a public company which counts many leading FTSE and Fortune executive officers amongst its shareholder base

But

- Undoubtedly, some will make a determined attempt to hack into the system. Thus far, all attempts to do so have failed.





FANTASYTRADER

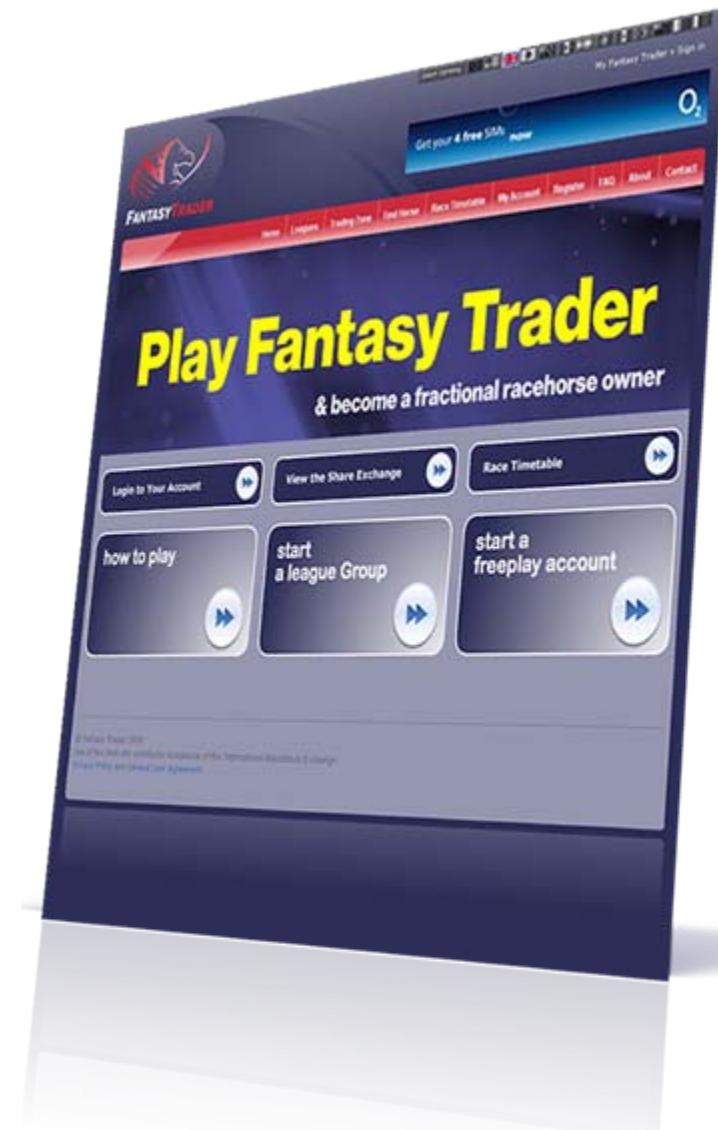
Prior to the launch of Blood-ex next year we are today launching 'Fanthorse.com' to prove the concept and build the subscriber base

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Fantasy Trader will.....

- Allow will 'give' users a notional \$15,000 to buy and sell shares in horses around the world.
- It will allow 'traders' to compete against each other for status and prizes
- It will allow users to form syndicates in different ways and these will compete with other syndicates
- Blood-ex will build up valuable additional knowledge of trader behaviour prior to launching the main International Bloodstock Exchange
- Subscribers to Fantasy Trader will be rewarded with a 'free' commission offer when the main exchange is launched next year
- The Fantasy Trader site has no dependencies on owners to list their horses and has the added advantaged and excitement of allowing buyers to purchase an interest in any top race horse in the world



BLOOD-EX IS ALREADY CAPTURING THE ATTENTION OF THE WORLD'S MEDIA

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72 RACEMAIL

Sharing the dream

By MARCUS TOWNEND

ROYAL Ascot 2008 was used as the backdrop for the launch of an online system of selling shares in racehorses that could revolutionise ownership.

Developers claim the Blood-Ex site could have the same dramatic effect on trading in racehorses as betting exchanges have had on punting.

The system, which has the backing of the British Horseracing Authority, will allow owners to sell part of their horses to shareholders on the site, who will then be able to trade with the values rising and falling to coincide with racehorse performance.

Revenue will be divided among the owner and shareholders when the horse is ultimately sold.

Website set up to attract new owners

"You don't have to be a brain surgeon to work out bookmakers' odds. Putting £10 on a horse you are unlikely to win is wiped out at any time. A bad run may mean you are £8 but it could run better in its next race. This will allow it an opportunity in a horse racing that couldn't have done otherwise. Developers argue that the quality of horses is already monitored, and the site will be to liquidate assets. This will be particularly true if the economic downturn bites into the sport. Owners will not be able to sell more than 40 per cent and the shareholders' prize money nor contribute to expenses."

Feerick, whose best horse was 2006 Racing Post Trophy runner-up Winged Cupid, believes he can also tap into an appetite for hedge fund investment in bloodstock.

He added: "Our intelligence tells us that a European bloodstock fund of possibly as much as £250m is on its way. It is imperative that that flows into British bloodstock. One of the reasons it doesn't at the moment is the absence of a trading platform."



ROYAL ASCOT
Pricewise out to get followers off to a flyer with a 33-1 cracker in the Ascot Stakes
15 pages of tipping start on page 35

IT'S DAY ONE OF

RACING POST

racingpost.co.uk

Tuesday, June 17, 2008 Issue No. 7202

Blood-ex.com set to give owners new exchange well-strained by a need to sell acquiring another, and by that this may be caused to avoid any participating sales which take place this week. The exchange will be used to launch a new horse ownership website. The system, which has the backing of the British Horseracing Authority, will allow owners to sell part of their horses to shareholders on the site, who will then be able to trade with the values rising and falling to coincide with racehorse performance.

AN online ownership exchange is being launched by Re-offer.com, the bloodstock trading company started by racehorse owner Valentine Feerick. Blood-ex.com will allow the buying and selling of shares in horses listed on the site. "The purpose of Blood-ex is to widen the appeal and accessibility of racehorse ownership globally," the business owners said yesterday. "In addition, the service will allow owners to partially liquidate a portion of their ownership of a racehorse at any stage in its racing career. "Blood-ex will make it easier for owners to invest further in racing by enabling them to free up capital presently locked into horses which they are already racing. Previously, some owners have felt constrained by a need to sell acquiring another, and by that this may be caused to avoid any participating sales which take place this week. The exchange will be used to launch a new horse ownership website. The system, which has the backing of the British Horseracing Authority, will allow owners to sell part of their horses to shareholders on the site, who will then be able to trade with the values rising and falling to coincide with racehorse performance.

BLOODSTOCK WORLD

Rachel Pagones, Amy Bennett and Nancy Sexton with the breaking news - every day



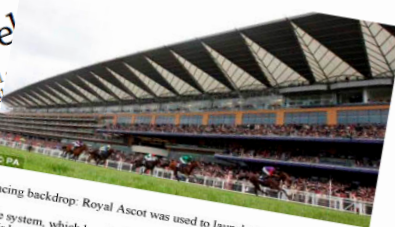
Website set up to help punters share in the dream of becoming a racehorse owner | Mail Online

Mail Online

Website set up to help punters share in the dream of becoming a racehorse owner

By Marcus Townend
Last updated at 7:38 PM on 22nd June 2008

Royal Ascot 2008 was used as the backdrop for the launch of an online system of selling shares in racehorses that could revolutionise ownership. Developers claim the Blood-Ex site could have the same dramatic effect on trading in racehorses as betting exchanges have had on punting. Scroll down for more



Racing backdrop: Royal Ascot was used to launch a new horse ownership website. The system, which has the backing of the British Horseracing Authority, will allow owners to sell part of their horses to shareholders on the site, who will then be able to trade with the values rising and falling to coincide with racehorse performance.

Revenue will be divided among the owner and shareholders when the horse is ultimately sold. A formal launch will take place later this summer but it was claimed that a soft 'simulated' introduction of the system received 17,000 page downloads alone on the first day of the royal meeting.

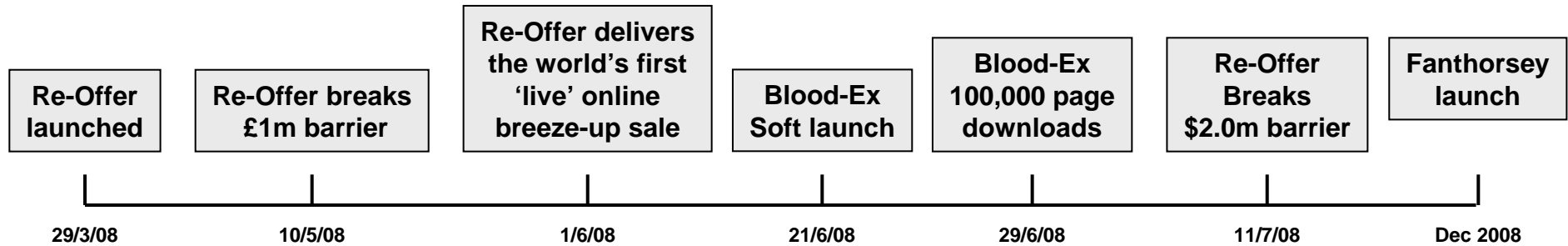
Racehorse owner Valentine Feerick, whose firm has developed the new system, believes it will appeal to

CHEPSTOW
6.50 - SELLING STAKES (4) (3-Y-0) (17,749) 3F
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9 A GARDNER 1/1

#081N 0000P
8.58 Royal Rasher
7.26 Delphinoid
7.84 Friends Hope
6.44 course. GOMS: Gate to 1
9.04 LIP: Straight stance side 1/4

THE JOURNEY HAS BEEN RAPID AND SUCCESSFUL

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THE LIVE USER SIMULATION TRIAL PROVOKED WIDESPREAD APPLAUSE

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I have seen the ads in The Blood-Horse and checked out your site online. Love the concept. High time for the racing industry.

'This is a very innovative idea, has huge scope, potential and implications for the bloodstock world'.

I think you've hit on a great idea with Blood-Ex and that you're going to have a lot of success with it. I also think it will contribute to the growth of the thoroughbred industry by drawing more people into ownership.

If I had the money I would definitely invest. I very much like the idea of Blood-Ex and I am very much looking forward to the launch proper and it's success.

Really pleased that it all went well over Royal Ascot (I thoroughly enjoyed using the system – especially as I nearly doubled my 'money' and ended up with 20 shares in the ante post favourite for next year's Derby at £3 a share...bet I can't trade like that when it's for real).

THE PLAUDITS CAME FROM ALL CORNERS OF THE EARTH

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'The development of Blood-Ex is an exciting innovation in the world of racehorse ownership, with the capacity to bring the excitement and drama of racing to a whole new audience. The scope for the site to appeal to a global market means that British racing can continue to be recognised as the best in the world.'

I welcome any innovation which would entice new owners. The International Bloodstock Share Exchange (Blood-Ex) not only gives existing owners the chance to liquidate their assets at any time of year and not to have to wait for a particular sale but also allows prospective new owners to buy in a small percentage and sample the delights of racehorse ownership. I am sure it will be a great success.

'Almost all markets have an on line system for speed, transparency and convenience. I am extremely impressed by this innovation.'

AND... FROM ALL SEGMENTS OF THE GLOBAL BLOODSTOCK COMMUNITY

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I am excited to learn about the imminent launch of your new website Blood-Ex which will allow me to trade in shares of racehorses and I wish you every success in this endeavour.

I believe very fervently (and I would hope your management does as well) in the need to make bloodstock a mainstream "alternative" investment especially as Investors the world over are looking to actively diversify their portfolios away from shares, bonds and property.

By creating a user friendly online format and making bloodstock trading similar to trading online shares will I believe go a long way in encouraging and introducing new investors to the exciting sport of horseracing offering them a chance for the first time to create and trade in diversified online bloodstock portfolios.

GLOBAL ADVERTISING WILL BE TARGETED AND FOCUS ON GENERATING 'ADVOCACY' AMONGST OWNERS.

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They said it couldn't
be done! But we **did** it!



Our Triple Crown...

- 1 The world's first online bloodstock auction site.
- 2 The world's first online Breeze-Up sale took place on Sunday, June 1st 2008 in front of a worldwide audience.
- 3 On June 13th the third leg of our Triple Crown will be won. It changes things forever. It will be waiting for you at...

www.blood-ex.com



Buy or sell bloodstock at any time with Re-Offer.com

No Sale... No Fee Bloodstock Auctions | Syndicate Shares | Stallion Nominations | Classified Adverts

So...why are we here today?

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We are looking for two things:

- U S partners with whom we can work in collective collaboration to ensure a successful launch in the United States i.e. data feeds, pictures, broadcast, distribution, media, subscribers
- Co-investors who might want to help launch such a ground breaking initiative. The potential for the International Bloodstock Exchange could see it yield impressive IRR's.
- Sponsors for Blood-ex capable of taking the win pool to \$5m and a title sponsor for the main International Bloodstock Exchange (Blood-ex.com)

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www.blood-ex.com



FANTASYTRADER

www.fanthorse.com

 **GCG plc**

Valentine Feerick
vfeerick@gcgplc.com

It's a big initiative but it's success is vital to the future of our industry



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