

Prince Edward Island: *Leading a Racing Renaissance*

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Prince Edward Island:

Great things in a Small Package

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- Canada's smallest province
 - Total land mass of 2,184 sq. miles: 139 miles long and 4 - 40 miles wide
 - Population of approximately 135,000 (2001)
 - 1 million visitors annually
 - PEI's *Confederation Bridge* is the world's longest bridge over ice-covered waters
 - Home to Tampa Bay Lightning's Brad Richards and the LPGA's Lori Kane
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Built on Tradition...

A testament to traditional livelihoods, and the Island's natural beauty, PEI is known the world over for harvests from land and sea, our viewscapes, and our hospitality.



Responsible for almost one-third of Canadian production, PEI is Canada's leading potato producer.

PEI lobster, *Island Blue mussels* and *Malpeque oysters* have a world-wide reputation for superior quality and are exported around the globe.





With 30 of some of the world's most beautiful and challenging courses, PEI is Canada's #1 golfing destination.



Wide stretches of white sand beaches and dunes are one of the Island's most beautiful, and most visited, features.



***Anne of Green Gables*, L.M. Montgomery's red-haired orphan, is celebrating its 40th year on-stage as Canada's longest running musical.**



Growing with Technology...

While we continue to build on traditional economies, PEI is developing opportunities and expertise in new sectors such as:

- Manufacturing and Food Processing
- Green Energy
- Aerospace Technology
- IT
- Bioscience



Harness Racing on PEI

Known as the 'Kentucky of Canada', PEI continues to build on a proud heritage and long-standing traditions in harness racing:

- Summerside Raceway established in 1886
- Charlottetown Driving Park (CDP) established in 1889
- At one time, more than 30 active tracks on the Island



Islanders are recognized around the world for their talent and contributions to the harness-racing industry:



Joe O'Brien, native of Alberton, PEI is the namesake of the **O'Brien Awards which celebrates the absolute best in harness racing across Canada.**



Mark MacDonald, of Kingston, PEI, is a rising star on the North America circuit, and is one of the industry's top earners.

Through breeding, raising, and racing horses, harness racing is an integral part of both agriculture and tourism sectors on PEI.

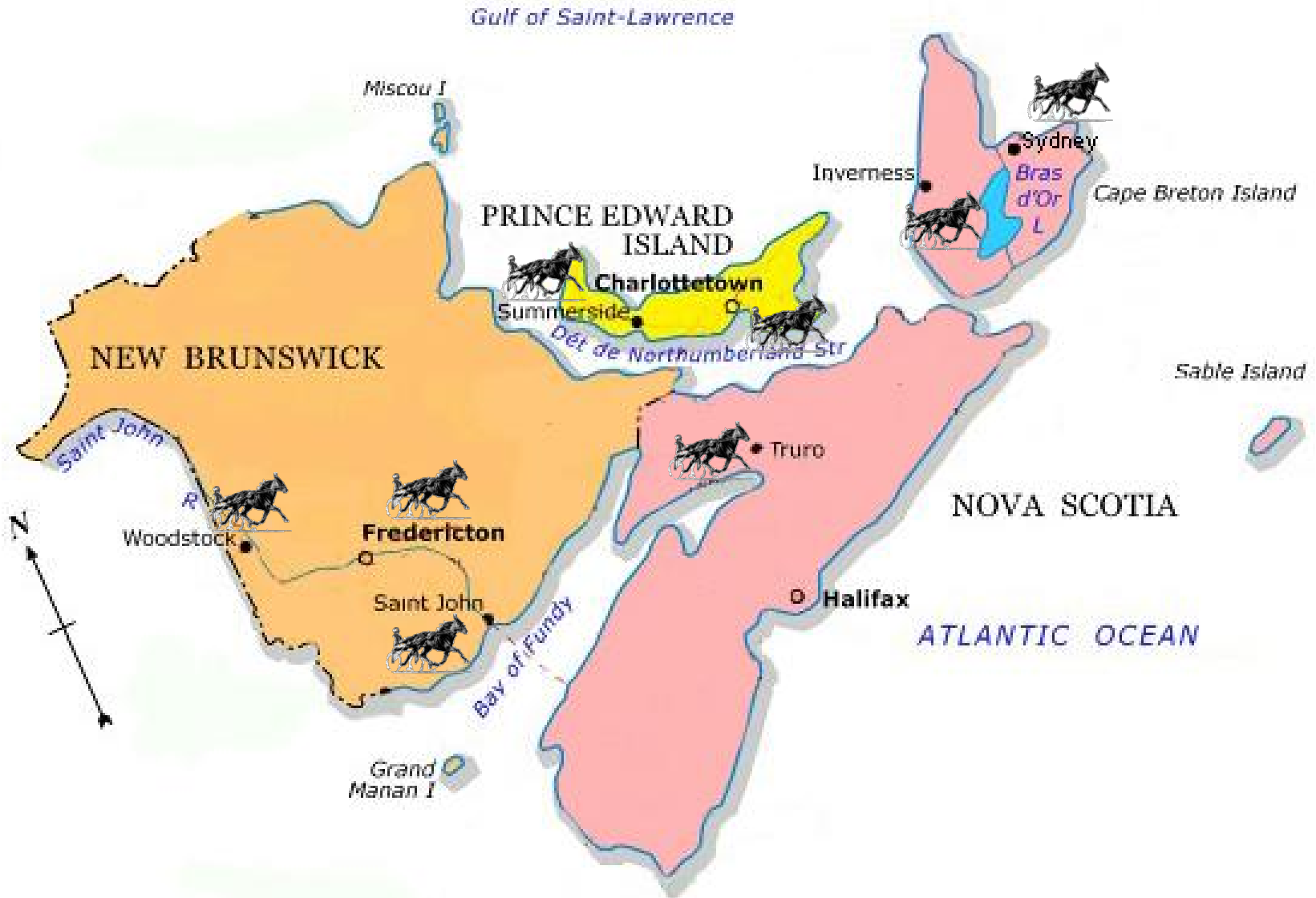
- **650 licensed owners, trainers, breeders, and drivers**
- **7000 horses (highest population per capita in Canada)**

Proclaimed as the “Greatest Show in Harness Racing”, the Gold Cup and Saucer Race attracts 150,000 to 200,000 racing enthusiasts to *Old Home Week* racing events each summer.



Racing in the Maritimes

Eight tracks located throughout Atlantic Canada:



Crossroads

Like the rest of the North American harness racing industry, PEI has been challenged by a number of factors:

- **a shift in demographics**
- **a weakened connection between a rural-based industry and a growing urban population**
- **increased competition from other gaming sectors**
- **decaying infrastructure**



Working together, government and industry have responded to a looming crisis with new initiatives to generate alternative revenue sources and to create a long-term blueprint for industry growth.

‘From Surviving to Thriving’

The PEI industry has implemented a number of initiatives to:



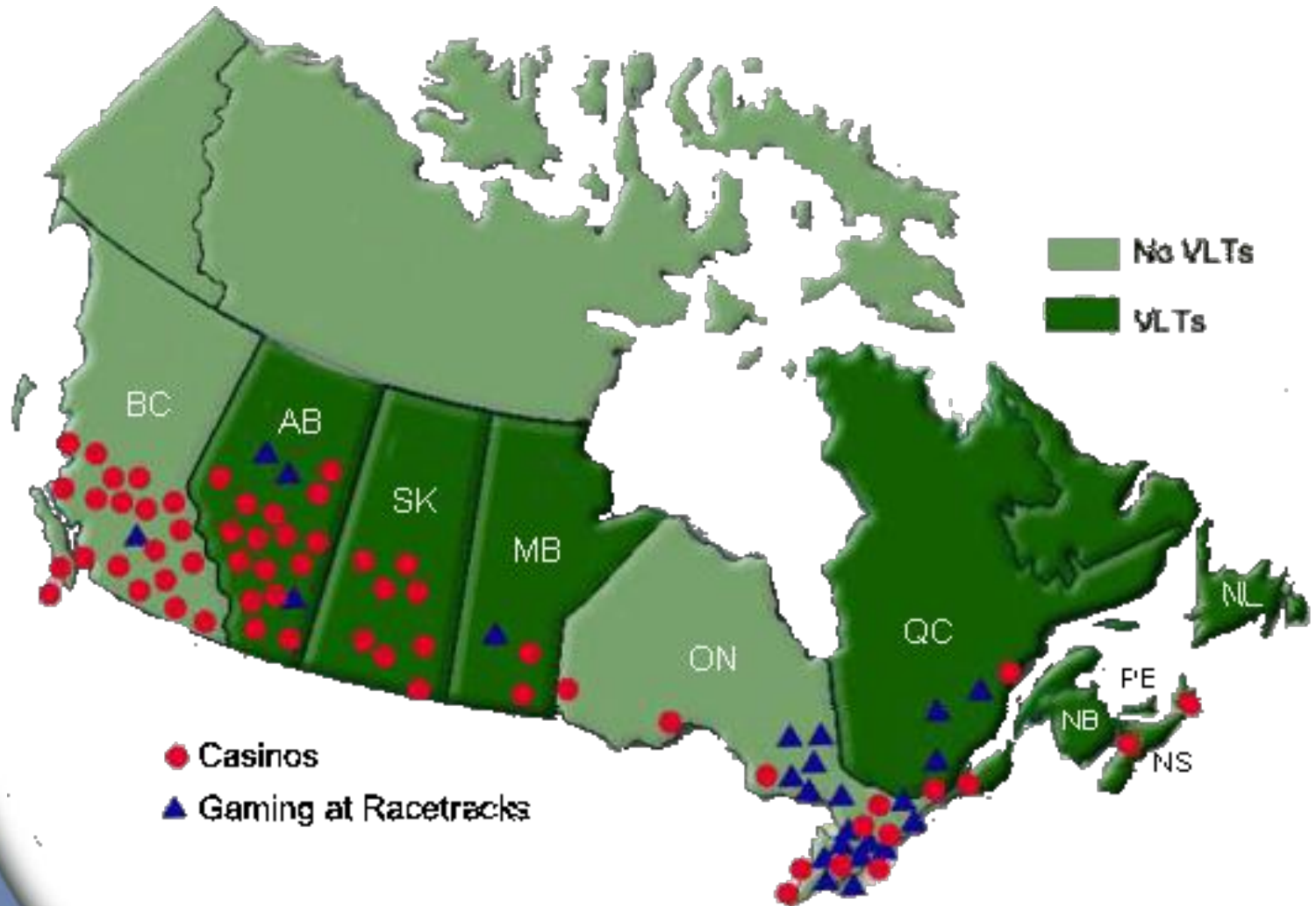
- **Improve the quality of the broodmare band to strengthen sales and create more lucrative racing opportunities**
- **Reinvest in the grassroots matinee program to reconnect industry to the public**
- **Create a modern infrastructure with all of the entertainment amenities**

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**He who rejects
change is the
architect of decay.
The only human
institution that
rejects change is
the cemetery.**

”

Canadian Gaming Landscape



Charlottetown Driving Park Entertainment Centre



Charlottetown Driving Park Entertainment Centre

With the establishment of the CDPEC, PEI is once again setting the pace for the future of harness racing in Atlantic Canada.

- Atlantic Canada's first racino
- \$25 million, 50,000 sq. ft. state-of-the-art facility
- Creation of 150 jobs
- Double purse pools



Return on Investment

As a result of these initiatives, the PEI industry has experienced positive growth trends:

- Horses, on average, are racing in higher classes
- Increases in yearling sale prices
- Increases in total number of starters, mares bred, and Standardbred Canada memberships:

Total Number of Starters: ↑ 8.6%
2004: 776 2005: 843

Mares Bred (PEI owners only):
2003: 400 2004: 429

Standardbred Canada Memberships:
2004: 654 2005: 687 ↑ 5%

- 49 new SC members in 2005



The PEI Advantage

PEI has all of the qualities to establish itself as the regional centre for horse breeding, training, and rehabilitation.

- PEI has established a reputation for innovation and leadership to the international harness racing industry.
- The rolling landscape of PEI is ideal for both horse and forage production.
- The Atlantic Veterinary College is an invaluable source of equine care and research.
- PEI has a uniquely qualified labour force
- The PEI Harness Racing Industry Association provides strong leadership to its members and the industry at large.



PEI is in a prime position to provide training and service in wide range of industry sectors:

- **Training and Rehabilitation**
- **Breeding**
- **Race Technologies**
- **Feed Production**
- **Veterinarians, Blacksmiths, Farriers**
- **Equipment Manufacture and Repair**



Building on the success of our past, and the vision for our future, Prince Edward Island has established itself as a unique experience for harness racing entertainment.



Merging a grassroots style with today's technology and an innovative edge has breathed new life into a struggling industry.

PEI has built the model that will lead the renaissance of harness racing in Atlantic Canada.



Thank you for your attention.