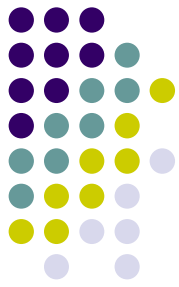


Snapshot of North American Harness Racing



Robert Scarpelli - Managing Director
HLT Advisory Inc.

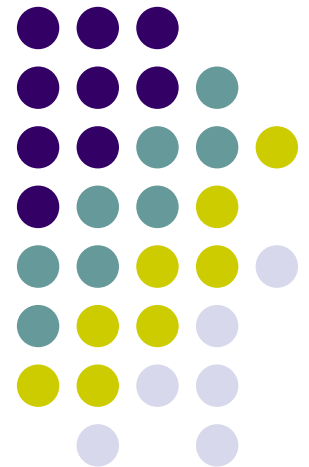
Mike Tanner - Executive Vice President/CEO
United States Trotting Association (USTA)

**Rande Sawchuk – Director of Policy and
Planning**
Canadian Pari-Mutuel Agency (CPMA)

Standardbred Wagering Conference, April, 2009

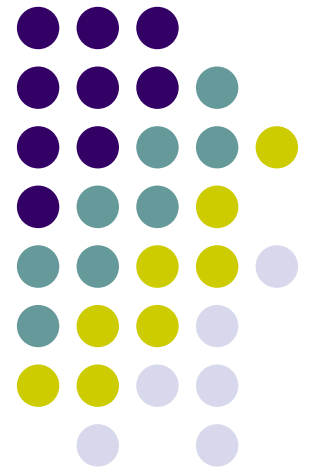
What are the chances of harness racing being self sustainable in 2050?

Consensus answer: 60-to-1



What are the chances of there being NO harness racing in 2050?

Consensus answer: 58-to-1



Standardbred Wagering Action Plan



- Five Committees identified & developed:
 - RESEARCH
 - DISTRIBUTION
 - NATIONAL POOLS & PRODUCTS
 - CANADIAN BETTING EXCHANGE
 - RACING PRODUCT DEVELOPMENT
- Involvement of industry stakeholders & customers

Research Committee



To initiate a national and international fact finding mission of studies to isolate who the customer and potential customer is & establish what he/she requires from racing.

Adrenaline: Canada's Racing Festival



AUGUST 20 - 23 2009

**HIAWATHA HORSE PARK
AND ENTERTAINMENT CENTRE**

SARNIA, ONTARIO

EVENT SCHEDULE:

THURSDAY

FRIDAY

SATURDAY

SUNDAY

FRIDAY

**CLICK HERE
TO BECOME
AN ADRENALINE
VOLUNTEER!**

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CONTESTS!**

**ADMISSIONS
AND SPECIAL
EVENTS**



FRIDAYS EVENTS

GET THE PARTY STARTED

BATTLE OF THE HUMANS

BATTLE OF THE BANDS

BEST RIBS CONTEST

POST PARADE

BATTLE OF THE SEXES

BATTLE OF THE HUMANS

The word X-treme conjures up thoughts of exciting - incredible - powerful - and fear...LOL.

The word Human being added to the title just leaves fear!!

No worries...the word X-treme at Adrenaline means different and our human x-treme races are precisely that. These races will get your Adrenaline pumping for sure!

* Just imagine sitting on an inflatable horse and racing down the track against other competitors with 5,000 to 8,000 people cheering you.

* How about the beer balancing relay race. That's right a tray of 12 beers balanced steadily at shoulder height on one hand. Now you have to walk 10 yards and pour the beers into a large bucket. Teams of 4 complete the course and the team with the most beer in the large bucket are the winners.

* Game three will be man and women teaming for a race using the Race bikes the horses use to race with. That's right ladies it is time for you to be in control of the man in your life and we will even give you a whip. You will be sitting in the seat of the race bike and your better half will be pulling you for 100 yards in a race against the other couple teams.

More...More...More do you have any games in mind that would fit our night of Human X-treme races? Please e-mail Festival Manager Mark Hetherman with your thoughts at mark@adrenalinefest.ca.

Come to ADRENALINE and join in the fun!!

Adrenaline: Canada's Racing Festival



- On March 11, SC announced a multi-year initiative.
- Sarnia selected as the inaugural location. Initial five-year commitment.
- SC will manage and operate the Adrenaline brand & all Adrenaline Festivals.
- To be expanded across the country.
- Spring 2010 festival announcement.

Adrenaline: Canada's Racing Festival

– What 2015 might look like:



June 20 – 23	Vancouver, BC
July 1 – 4	Elora, ON
July 7 – 10	Peterborough, ON
July 17 – 19	Trois Rivieres, QC
Aug. 3 – 5	St. John's, NF
Aug 7-10	Glenboro, MB
Aug. 12-15	Regina, SK
Aug 20 - 23	Sarnia, ON
Aug 26 - 30	Clinton, ON
Sep. 2 - 5	Edmonton, AB

The Canadian Product



Canada One Partnership



Standardbred Canada
Starting Gate Solutions Inc.
Racetracks
Horse Associations

Canada One Overview



- Operate races daily for 6 to 12 hours between 12 p.m. to 12 a.m. EST.
- Use full race cards from 2 to 4 racetracks each day
- Take all the simulcast signals from across Canada and deliver one feed to simulcast partners
- Create an Umbrella brand around Canadian B track racing

Canada One Benefits



Increase distribution and handle

Decrease costs

The foundation for future wagering initiatives

A Strong Brand for Harness Racing

Racing Product Development



*To look at the on-track product
and
explore areas of potential national development*

An Innovative Racing Series



- Multi-leg, multi-track racing series
- Marathon ($>1 \frac{3}{8}$) and Sprint ($<5/8$)
- Full fields – two tiers
- Proposal received initial approval from both track race secretaries and OHHA.

- Targeted launch: 2010

Other Major Initiatives



Canadian Betting Exchange

National Lottery Style Wager

New Distribution Models

Investment in Innovation



- Advisory committee to focus on funding the development programs.
- All committee members have extensive experience in revenue generation.
- Conclusion: The funding model doesn't work.

As for 2050, a little perspective...



New York Times - Dec 9, 2008

“Dog racing banned in Massachusetts”

New York Times - Dec 3, 1967 (41 years, 6 days earlier)

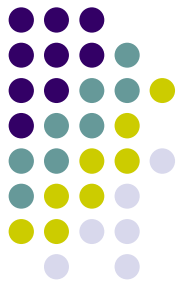
Racing in Massachusetts Shows \$4.8-Million Gain:

“The state’s three **dog** tracks drew bets totaling \$94.6-million, with the biggest share, \$55.4-million, at Wonderland Park on 100 **racing** days.”



“The most pathetic person in the world is someone who has sight, but no vision”

- Helen Keller



Thank you!