



VIEWS & VISIONS

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Keeneland Plays Unique Role in Global Thoroughbred Industry

Bill Thomason, President and CEO
Keeneland

Bill Thomason became the seventh President and Chief Executive Officer of Keeneland on September 1, 2012. He was previously the Vice President and Chief Financial Officer, having joined Keeneland in June 2010.

Mr. Thomason formerly served as the Assistant Treasurer for the Kentucky Thoroughbred Association/Kentucky Thoroughbred Owners and Breeders and was a member of the audit committee of Breeders' Cup Limited. He also previously served as Treasurer of the Thoroughbred Club of America.

He worked for two years at the accounting firm of Alexander Grant & Co. before joining Mill Ridge Farm, where he worked for 28 years as Financial and Administrative Manager.

Mr. Thomason is a member of The Jockey Club, a Trustee of the American Horse Council, and a board member of the National Thoroughbred Racing Association (NTRA), Thoroughbred Racing Associations (TRA), Thoroughbred Racing Protective Bureau (TRPB), Thoroughbred Aftercare Alliance (TAA), University of Kentucky Gluck Equine Research Foundation, Kentucky Chamber, Central Kentucky Chapter of the American Heart Association and Central Bank Lexington's Advisory Board of Directors.

He graduated from the University of Kentucky with a bachelor of science degree in accounting in 1977 and a master's degree in business administration in 1978.

Located in central Kentucky's famed Bluegrass Region, Keeneland sits in the heart of horse country, surrounded by the world's most prominent Thoroughbred farms. The setting is appropriate since Keeneland plays an important role in both Thoroughbred breeding and racing globally.

We, at Keeneland, are very proud of the fact our brand is recognized internationally as the gold standard for Thoroughbred racing and sales. As the world's largest Thoroughbred auction house, Keeneland is the preeminent market for yearlings and breeding stock. Keeneland also ranks among the world's premier race tracks, and was recently selected as the host site for the 2015 Breeders' Cup World Championships.

Keeneland conducts four auctions annually: the September Yearling Sale; the November Breeding Stock Sale; the January Horses of All Ages Sale; and the April Two-Year-Olds in Training Sale. In 2013, we sold 6,365 horses for \$534 million.



Horses being saddled in the paddock at Keeneland prior to a race.



Keeneland has sold more champions and stakes winners than any other sales company: 11 recipients of the Eclipse Award as Horse of the Year; 19 Kentucky Derby winners; 21 Preakness winners; 18 Belmont winners; and 77 Breeders' Cup winners. Keeneland sales graduates also have excelled on the world stage, winning the Epsom Derby (G1) and its French and Irish counterparts, the Dubai World Cup (G1), and major stakes in Europe, Russia, Asia, and Central and South America.

Consignors bring their very best horses to Keeneland, because we offer a deep and internationally diverse buying bench. Every year, we welcome leading owners, trainers and bloodstock representatives from nearly every U.S. state and approximately 50 foreign countries, including the traditional racing markets of England, Ireland and France, as well as buyers from South America, the Middle East, Russia, India, Asia, Australia and South Africa.

We like to say that Keeneland is where the world comes to buy horses.

Strategically, Keeneland is committed to marketing the Thoroughbred industry domestically and internationally. Our sales staff travels year-round



Keeneland conducts two world-class race meets each year in April and October.

throughout North America and to all corners of the globe to promote Keeneland and the horse industry, to meet with clients, build relationships and share expertise. As a result, it is especially gratifying to see established buyers, as well as new faces, travel to Keeneland and central Kentucky to buy American-bred horses.

Keeneland is most familiar to fans for its world-class race meets, held each April and October, which offer some of the richest purse money in North America and showcase top owners, trainers and horses. The Spring Meet is anchored by the Central Bank Ashland (G1) and Toyota Blue Grass (G1), prep races for the Kentucky Oaks (G1) and Kentucky Derby (G1), respectively.

The Fall Meet opens with the signature Fall Stars Weekend, which presents nine graded stakes worth \$3.35 million over three days. Five of those races, including the

\$1 million Shadwell Turf Mile, are Grade 1 stakes. Many trainers use the fall stakes at Keeneland as a last prep race for their top horses pointing toward the Breeders' Cup, such as two-time Breeders' Cup Mile (G1) winner Wise Dan, the 2012-2013 Horse of the Year, and two-time Breeders' Cup Filly and Mare Sprint (G1) winner and champion Groupie Doll.

Keeneland will be the focus of the international racing community as we host, for the first time, the Breeders' Cup, to be held Oct. 30-31, 2015.

Nowhere in the world is the Thoroughbred more revered than here in the Bluegrass. The Breeders' Cup at Keeneland will be embraced and celebrated by the central Kentucky community with an enthusiasm unlike any other previous host site.

The event also will be a homecoming for many of these great Breeders' Cup

champions, who were foaled and raised on central Kentucky farms, and often sold at Keeneland.

Seventy-seven winners of 83 Breeders' Cup races have been sold at Keeneland, including Breeders' Cup Classic (G1) winners Wild Again, A.P. Indy, Curlin and Zenyatta. Five Keeneland sales alumni reached the winner's circle at the 2013 Breeders' Cup, held at Santa Anita in southern California: Beholder (Distaff-G1); London Bridge (Marathon-G3); Mizdirection (Turf Sprint-G1); New Year's Day (Juvenile-G1); and Secret Circle (Sprint-G1). ♡

We invite you to join us at Keeneland for an afternoon of racing or to experience the excitement of the horse sales. For more information, please visit our website at **Keeneland.com**.