

Keeneland Patron Survey Highlights

Independent Market Research and Evaluation of Trakus

Research independently conducted by the Matrix Group on behalf of Trakus and Keeneland Association.

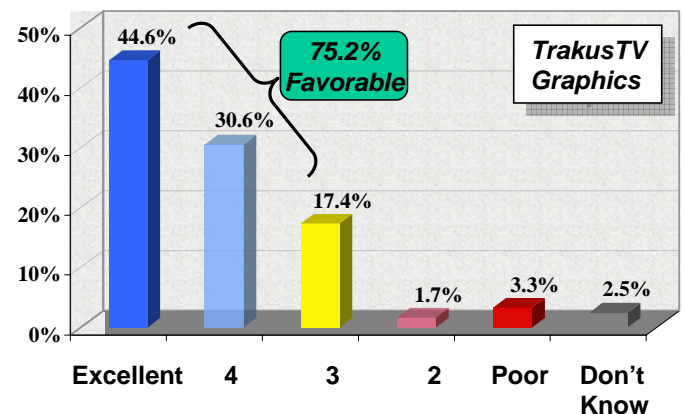
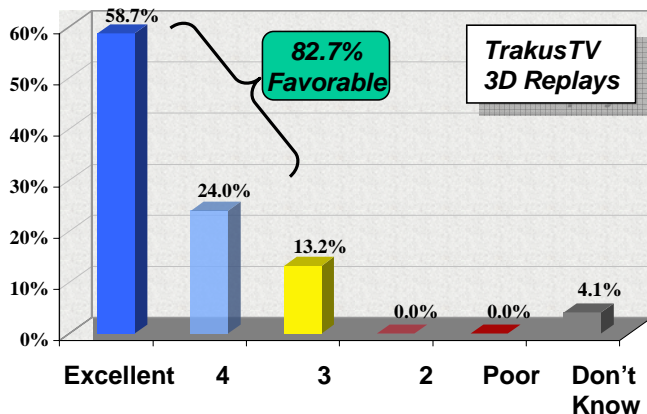
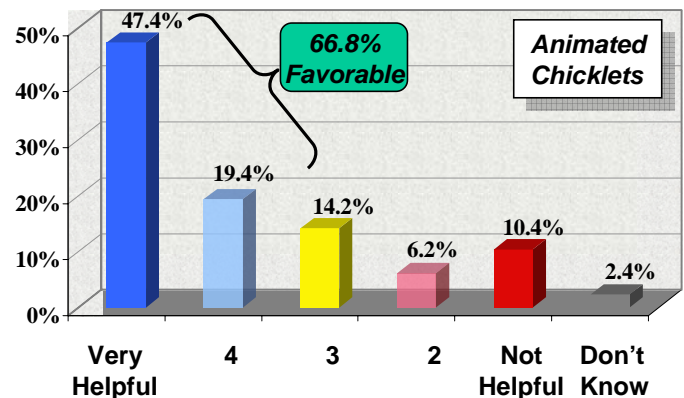
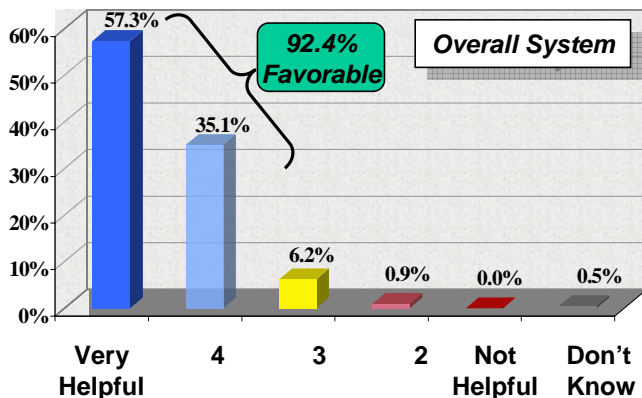
On-site interviews conducted with the introduction of Trakus during Keeneland's 2007 spring meet.

Measures taken to achieve stratification goals of 40% Handicappers, 40% Casual Bettors, and 20% Novices.

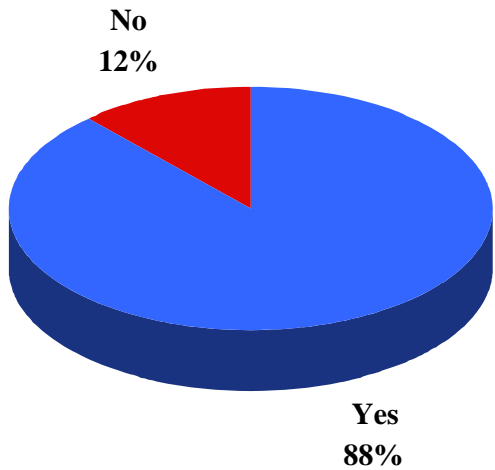
Respondents asked to rate Trakus features on a 5 to 1 scale, with 5 meaning Very Helpful and 1 Not At All Helpful.

- ✓ **90%** of respondents rated Trakus a 5 or 4 on a 5 to 1 scale; average rating 4.33.
- ✓ **76%** of respondents indicated they would like to see Trakus at more racetracks.
- ✓ Respondents rated the overall system highest with an average rating of 4.50.
- ✓ Patrons attending Keeneland >10 times annually gave significantly higher average rating to full screen animation showing multiple replays (4.62) and winning jockey view (4.26).

Summary of Results

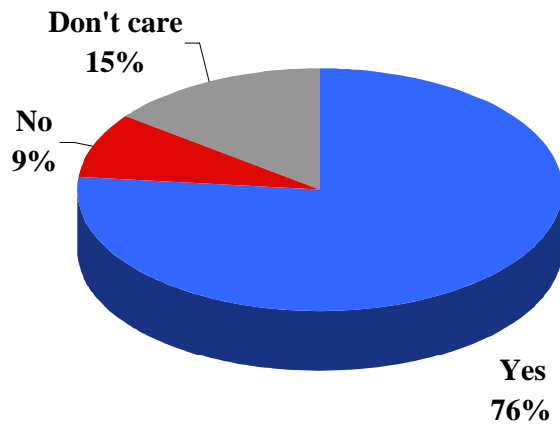


Trakus Data on Track's Website



Of respondents who had seen Trakus data on Keeneland's website, 88% indicated the data was useful.

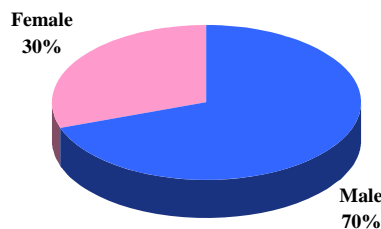
Would you like to see Trakus at other racetracks?



Bettor Type	Yes	No	Don't care
Handicapper	79.1%	10.5%	10.5%
Casual Bettor	77.6%	5.9%	16.5%
Novice	70.0%	10.0%	20.0%

Profile of Respondents

Bettor Type	%
Handicapper	40.8%
Casual Bettor	40.3%
Novice	19.0%



\$ \$ Wagered on Avg Day at Track	%
\$50 or less	26.5%
\$51 to less than \$100	27.5%
\$100 to \$200	24.2%
More than \$200	21.8%

