

# CHURCHILL DOWNS

INCORPORATED

## Churchill Downs and Ford Motor Company Partner for the Kentucky Derby

March 9, 2020

### Multiyear Sponsorship Brings Together Two Icons of American History and Horsepower

LOUISVILLE, Ky., March 09, 2020 (GLOBE NEWSWIRE) -- Churchill Downs Incorporated ("CDI") (Nasdaq: CHDN) announced today the launch of a five-year partnership with Ford Motor Company that would establish the brand as the official truck, SUV, car and van of *The Kentucky Derby* and Churchill Downs Racetrack.



2020 Ford F-Series Super Duty

"Ford is such a vital part of the Louisville community that this new partnership is a natural fit," said Kevin Flanery, President of Churchill Downs Racetrack. "Ford vehicles power so much of our operations at Churchill Downs and many of our breeders rely on Ford Super Duty trucks to transport their precious cargo."

"With Louisville Assembly Plant and Kentucky Truck Plant within such close proximity to Churchill Downs, Ford's participation in this uniquely American tradition is long overdue," said Matt Van Dyke, Ford marketing director. "Ford products capture the freedom synonymous with the relationship between a winning horse and jockey."

The new 2020 Ford F-Series Super Duty, which recently began production at Kentucky Truck Plant, will serve as the featured vehicle of the 146th Kentucky Derby. Ford will host on-site activities throughout Derby week highlighting the Built Ford Proud lineup as well as provide a Ford Explorer to each Kentucky Oaks and Derby horse owner for use at Churchill Downs during the event.

"Our employees here in Louisville are proud to be building products that play an integral role in our customers' lives, and now for the great American tradition that is the Kentucky Derby," said Joe Bobnar, Ford director of manufacturing for Louisville Assembly Plant and Kentucky Truck Plant. "This partnership means something special to our thousands of dedicated employees, retirees and dealers in the Louisville community."

#### **About Churchill Downs Incorporated**

Churchill Downs Incorporated is an industry-leading racing, online wagering and gaming entertainment company anchored by our iconic flagship event - *The Kentucky Derby*. We own and operate Derby City Gaming, a historical racing machine facility in Louisville, Kentucky. We also own and operate the largest online horse racing wagering platform in the U.S., [TwinSpires.com](http://TwinSpires.com), and we operate sports betting and iGaming through our BetAmerica platform in multiple states. We are also a leader in brick-and-mortar casino gaming with approximately 11,000 slot machines and video lottery terminals and 200 table games in eight states. Additional information about CDI can be found online at [www.churchilldownsincorporated.com](http://www.churchilldownsincorporated.com).

#### **About Ford Motor Company**

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification; mobility solutions, including self-driving services; and connected services. Ford employs approximately 190,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit [corporate.ford.com](http://corporate.ford.com).

*Information set forth in this news release contains various "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 (the "Act"), which provides certain "safe harbor" provisions. All forward-looking statements made in this news release are made pursuant to the Act. Forward-looking statements are typically identified by the use of terms such as "anticipate," "believe," "could," "estimate," "expect," "intend," "may," "might," "plan," "predict," "project," "seek," "should," "will," and similar words, although some forward-looking statements are expressed differently.*

*Although we believe that the expectations reflected in such forward-looking statements are reasonable, we can give no assurance that such expectations will prove to be correct. Important factors that could cause actual results to differ materially from expectations include the following: the*

*effect of economic conditions on our consumers' confidence and discretionary spending or our access to credit; additional or increased taxes and fees; public perceptions or lack of confidence in the integrity of our business or any deterioration in our reputation; loss of key or highly skilled personnel; restrictions in our debt facilities limiting our flexibility to operate our business; general risks related to real estate ownership, including fluctuations in market values and environmental regulations; catastrophic events and system failures disrupting our operations; online security risk, including cyber-security breaches; inability to recover under our insurance policies for damages sustained at our properties in the event of inclement weather and casualty events; increases in insurance costs and inability to obtain similar insurance coverage in the future; inability to identify and complete acquisition, expansion or divestiture projects, on time, on budget or as planned; difficulty in integrating recent or future acquisitions into our operations; costs and uncertainties relating to the development of new venues and expansion of existing facilities; risks associated with equity investments, strategic alliances and other third-party agreements; inability to respond to rapid technological changes in a timely manner; inadvertent infringement of the intellectual property of others; inability to protect our own intellectual property rights; payment-related risks, such as risk associated with fraudulent credit card and debit card use; compliance with the Foreign Corrupt Practices Act or applicable money-laundering regulations; risks related to pending or future legal proceedings and other actions; inability to negotiate agreements with industry constituents, including horsemen and other racetracks; work stoppages and labor issues; changes in consumer preferences with respect to Churchill Downs Racetrack and the Kentucky Derby; personal injury litigation related to injuries occurring at our racetracks; weather and other conditions affecting our ability to conduct live racing; the occurrence of extraordinary events, such as terrorist attacks and public health threats; changes in the regulatory environment of our racing operations; increased competition in the horseracing business; difficulty in attracting a sufficient number of horses and trainers for full field horseraces; our inability to utilize and provide totalizator services; changes in regulatory environment of our online horseracing business; number of people wagering on live horse races; increase in competition in our online horseracing; uncertainty and changes in the legal landscape relating to our online wagering business; continued legalization of online sports betting and iGaming in the United States and our ability to predict and capitalize on any such legalization; inability to expand our sports betting operations and effectively compete; failure to manage risks associated with sports betting; failure to comply with laws requiring us to block access to certain individuals could result in penalties or impairment with respect to our mobile and online wagering products; increased competition in our casino business; changes in regulatory environment of our casino business; and concentration and evolution of slot machine manufacturing and other technology conditions that could impose additional costs; and inability to collect gaming receivables from the customers to whom we extend credit.*

Investor Contact: Nick Zangari

(502) 394-1157

[Nick.Zangari@kyderby.com](mailto:Nick.Zangari@kyderby.com)

Media Contact: Tonya Abeln

(502) 386-1742

[Tonya.Abeln@kyderby.com](mailto:Tonya.Abeln@kyderby.com)

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/5aebf15a-711f-4b4b-a3b4-e6694b5e9b1c>

**CHURCHILL DOWNS**  
INCORPORATED

Source: Churchill Downs Incorporated