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Kentucky Derby 'Road to the Roses' Fantasy Challenge Now Online

The 2009 "Road to the Roses" Kentucky Derby Fantasy Challenge, a free online contest that allows racing fans to manage a stable of Kentucky Derby contenders during the three-month buildup to the historic Kentucky Derby Presented by Yum! Brands (Grade I), is now open for registration. Located at www.roadtotheroses.com, the game's grand prize winner will receive a VIP trip for two to the 136th running of the Kentucky Derby in 2010.

"Road to the Roses" players earn points based on how well their fantasy stable performs in a series of Kentucky Derby prep races, beginning with the Sam F. Davis Stakes from Tampa Bay Downs on Saturday, Feb. 14, and continuing through the \$2 million Kentucky Derby on Saturday, May 2. Players create their fantasy stables by selecting 10 horses from the complete list of Triple Crown nominees, as well as two trainers and two jockeys. Stables must select five "active" horses for each weekend of prep races and may add horses later in the season.

The player who earns the most points at the end of the game will receive a VIP trip for two to the 2010 Kentucky Derby, including airfare and accommodations, a private backstretch tour, and a trip to the paddock on Kentucky Derby Day. Other prizes include Kentucky Derby wagering vouchers worth up to \$1,000 and rare gold-leafed Kentucky Derby 135 mint julep glasses. A \$300 Kentucky Derby wagering voucher will be given away weekly to the player who earns the most points in each individual weekend of prep races. Twin Spires Club members are eligible for additional prizes.

Among the game's new features in 2009 is a league payout option available to new customers. Using a special promotional code, any new player who registers for a TwinSpires.com account via his or her "Road to the Roses" league and makes an initial \$50 deposit will receive \$50 towards the league prize pool. Players can also interact with each other and receive weekly game updates using the new "Road to the Roses" Facebook page.

Features returning in 2009 include the "Pay to Play" option, in which participants may choose to pay \$10 in order to make themselves eligible for additional cash prizes. More details are available at www.roadtotheroses.com.

"Over the years, the 'Road to the Roses' Fantasy Challenge has proven to be a fun, interactive way for our customers to remain involved and informed as their favorite 3-year-olds compete during the prep season for the Kentucky Derby," said Jeremy Borseth, senior director of channel services and Internet operations for Churchill Downs Incorporated. "We're pleased to bring it back for another year in 2009."

Churchill Downs, the world's most legendary racetrack, has conducted Thoroughbred racing and presented America's greatest race, the Kentucky Derby, continuously since 1875. Located in Louisville, the flagship racetrack of Churchill Downs Incorporated (NASDAQ Global Select Market: CHDN) also operates Trackside at Churchill Downs, which offers year-round simulcast wagering at the historic track. Churchill Downs will conduct the 135th running of the Kentucky Derby on May 2, 2009. The track's 2009 Spring Meet will take place from April 25 through July 5. Churchill Downs is scheduled to host the Breeders' Cup World Championships for a record seventh time on Nov. 5 and 6, 2010. Information about Churchill Downs can be found on the Internet at www.churchilldowns.com.