



April 22, 2010

## **Churchill Downs Incorporated to Host Live NASDAQ "Opening Bell" Ceremony to Mark Start of Kentucky Derby Week in Louisville**

Churchill Downs Incorporated ("CDI") (NASDAQ:CHDN), today announced they will mark the start of the 136th Spring Meet at Churchill Downs Racetrack and the running of the Kentucky Oaks and the \$2 million Kentucky Derby Presented by Yum! Brands, with a national television audience on Friday, April 23, 2010. CDI's Executive Vice President and Chief Financial Officer William E. Mudd and CDI's Corporate Controller Phil Milliner will join the NASDAQ OMX Group Inc. to open The NASDAQ Stock Market live from the NASDAQ MarketSite in New York.

The Opening Bell ceremony will be televised through national media outlets and appear simultaneously on NASDAQ's seven-story tower in New York's Times Square. "We are excited to open The NASDAQ Stock Market on Friday, highlighting the opening of the Churchill Downs Racetrack meet on Saturday, with the Kentucky Oaks and the Kentucky Derby only one week away," Mudd said.

"As the excitement builds in Louisville and throughout the country, it's easy to see why The Kentucky Derby, the longest running, continuously held sporting event in the United States, is the greatest two minutes in sports and we are proud to share the Kentucky Derby experience with fans everywhere, with the help of our partners at NASDAQ." Friday will mark the seventh time Churchill Downs Incorporated has opened The NASDAQ Stock Market and has been listed on The NASDAQ Stock Market for 17 years.

"NASDAQ OMX is proud to be a part of the celebration as Churchill Downs opens for the season. We look forward to the Kentucky Derby on May 1st," said Bruce Aust, Executive Vice President of Global Corporate Client Group, NASDAQ OMX.

Innovative ideas added to the traditions, celebrities and fashion that are associated with the Kentucky Oaks and the Kentucky Derby this year are its online ticketing website, track lighting, the Bacardi Infield Club, TwinSpires.com contests and highlighting the cuisine—'Taste of Derby' on Derby Thursday.

### About NASDAQ OMX:

The NASDAQ OMX Group, Inc. is the world's largest exchange company. It delivers trading, exchange technology and public company services across six continents, with over 3,700 listed companies. NASDAQ OMX offers multiple capital raising solutions to companies around the globe, including its U.S. listings market, NASDAQ OMX Nordic, NASDAQ OMX Baltic, NASDAQ OMX First North, and the U.S. 144A sector. The company offers trading across multiple asset classes including equities, derivatives, debt, commodities, structured products and exchange-traded funds. NASDAQ OMX technology supports the operations of over 70 exchanges, clearing organizations and central securities depositories in more than 50 countries. NASDAQ OMX Nordic and NASDAQ OMX Baltic are not legal entities but describe the common offering from NASDAQ OMX exchanges in Helsinki, Copenhagen, Stockholm, Iceland, Tallinn, Riga, and Vilnius. For more information about NASDAQ OMX, visit <http://www.nasdaqomx.com>.

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### About Churchill Downs Incorporated:

Churchill Downs Incorporated, ("CDI"), headquartered in Louisville, Ky., owns and operates four world renowned Thoroughbred racing facilities: Arlington Park in Illinois, Calder Casino and Race Course in Florida, Churchill Downs Racetrack in Kentucky and Fair Grounds Race Course & Slots in Louisiana. CDI operates slots and gaming operations in Louisiana and Florida. CDI tracks are host to North America's most prestigious races, including the Arlington Million, the Kentucky Derby and the Kentucky Oaks, the Louisiana Derby and the Princess Rooney, along with hosting the Breeders' Cup World Championships for a record seventh time on Nov. 5-6, 2010. CDI also owns off-track betting facilities, TwinSpires.com and other advance-deposit wagering channels, television production, telecommunications and racing service companies such as BRIS and a 50-percent interest in the national cable and satellite network, HorseRacing TV, which supports CDI's network of simulcasting and racing operations. CDI's Entertainment Group produces the Hullabalou Music Festival at Churchill Downs Racetrack, which premieres on July 23-25, 2010. CDI trades on the NASDAQ Global Select Market under the symbol CHDN and can be found at [www.ChurchillDownsIncorporated.com](http://www.ChurchillDownsIncorporated.com)

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