



April 17, 2008

## **MEDIA ADVISORY: Churchill Downs Incorporated To Host Live Opening Ceremonies For The NASDAQ Stock Market On Friday, April 25**

Churchill Downs Incorporated ("Company") (NASDAQ: CHDN) will kick off another exciting Kentucky Derby Week in Louisville, Ky., by opening The NASDAQ Stock Market live from Churchill Downs Racetrack on Friday, April 25, one day before racing resumes under the historic Twin Spires for the track's 134th Spring Meet. Churchill Downs' spring racing season is headlined by the annual renewals of America's greatest races, the \$2 million Kentucky Derby Presented by Yum! Brands, and its sister race, the \$500,000 Kentucky Oaks for fillies.

The opening bell ceremony will be carried live via satellite on national media outlets and will appear simultaneously on NASDAQ's big screen tower in New York's Times Square. This marks the sixth time the Company has opened The NASDAQ Stock Market, and the second time its flagship facility, Churchill Downs, has played host to the opening bell ceremony.

Media representatives wishing to cover the live opening bell ceremony should park in the Preferred Parking Lot off Central Avenue and enter the Churchill Downs clubhouse at Gate 17, then take the clubhouse elevators to the fourth floor. Company personnel will direct media crews to the balcony where the NASDAQ opening ceremony and live television broadcast will take place. Media crews should be in place no later than 9 a.m. EDT as access to the fourth-floor balcony will be restricted after that time. The opening bell ceremony will begin at 9:15 a.m. and end shortly after the market opens at 9:30 a.m.

### **FEED INFORMATION**

**Satellite Feed:** The opening bell is available from 9:20 a.m. to 9:35 a.m. (all times EDT) on Galaxy 26 - uplink IA6 C band / transponder 24, downlink frequency 4180 horizontal. The feed can also be found on Waterfront fiber 1623. If you have any questions, please contact Jolene Libretto at (646) 441-5220.

**Radio Feed:** An audio transmission of the opening bell is also available from 9:20 a.m. to 9:35 a.m. (all times EDT) on uplink IA6 C band / transponder 24, downlink frequency 4180 horizontal. The feed can be found on Waterfront fiber 1623 as well.

**Webcast:** A live webcast of the NASDAQ Opening Bell will be available at:

<http://www.nasdaq.com/about/marketsitetowervideo.aspx>

**Photos:** To obtain a high-resolution photograph of the Market Open, please go to

[http://www.nasdaq.com/reference/marketsite\\_events.stm](http://www.nasdaq.com/reference/marketsite_events.stm) and click on the market open of your choice.

Churchill Downs Incorporated ("Churchill Downs"), headquartered in Louisville, Ky., owns and operates world-renowned horse racing venues throughout the United States. Churchill Downs' four racetracks in Florida, Illinois, Kentucky and Louisiana host many of North America's most prestigious races, including the Kentucky Derby and Kentucky Oaks, Arlington Million, Princess Rooney Handicap and Louisiana Derby. Churchill Downs racetracks have hosted seven Breeders' Cup World Championships. Churchill Downs also owns off-track betting facilities and has interests in various advance-deposit wagering, television production, telecommunications and racing services companies, including a 50-percent interest in the national cable and satellite network HorseRacing TV™, that support the Company's network of simulcasting and racing operations. Churchill Downs trades on the NASDAQ Global Select Market under the symbol CHDN and can be found on the Internet at [www.churchilldownsincorporated.com](http://www.churchilldownsincorporated.com).