

April 22, 2008

MEDIA ADVISORY: Churchill Downs and Barbaro Owners Roy and Gretchen Jackson Introduce Artist Selected to Create Barbaro Memorial

Roy and Gretchen Jackson, the owners of 2006 Kentucky Derby winner Barbaro, will join Churchill Downs and Kentucky Derby Museum representatives for a news conference on Thursday, May 1, to introduce the artist that has been selected to create a permanent memorial honoring Barbaro. The Kentucky Derby 132 winner died in January 2007 after a lengthy battle with laminitis.

The memorial, a bronze sculpture, will be placed outside Churchill Downs' Gate 1 along with Barbaro's ashes sometime next year. The Jacksons, the artist and representatives of Churchill Downs will be available for comment, and a clay model of the sculpture will be available for photo and video opportunities. Additionally, the Jacksons and Museum officials will announce a national student art exhibition related to Barbaro's memorial that will be hosted by the Museum.

The news conference will take place on **Thursday, May 1, at 1:30 p.m. EDT** in the Great Hall of the Kentucky Derby Museum. Following the news conference, the Jacksons will join Churchill Downs and Museum officials in unveiling a bronze marker that will identify the spot where Barbaro's memorial will be installed in front of Gate 1.

Churchill Downs will be open for racing on May 1, and media representatives coming to the track to cover the news conference should park in the Longfield Lot, enter Churchill Downs through Gate 10, and cross through the paddock area to Gate 1 and the main entrance to the Kentucky Derby Museum. Parking in Churchill Downs' Lot 1 is also available to media with Lot 1 parking passes. Media representatives should wear their Kentucky Derby credentials in order to access Churchill Downs and the Kentucky Derby Museum on May 1.

NOTE: This news conference is for credentialed media members ONLY and is not open to the general public.

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 134th running of the Kentucky Derby on May 3, 2008. The track's 2008 Spring Meet is set for April 26 through July 6. Churchill Downs has hosted the Breeders' Cup World Championships a record six times. Information about Churchill Downs can be found on the Internet at www.churchilldowns.com.