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## **TwinSpires.com Named Official Horse Racing Information Provider to NBCSports.com**

LOUISVILLE, Ky., May 4, 2011 (GLOBE NEWSWIRE) -- TwinSpires.com, a wholly owned subsidiary of Churchill Downs Incorporated, today announced a partnership through which TwinSpires.com will be an official provider of horse racing information to NBCSports.com.

TwinSpires.com will provide the latest news and information about the Kentucky Derby and the second two legs of the Triple Crown, the Preakness Stakes and Belmont Stakes, as well as major horse racing events throughout the year through NBC Sports' online portal, [www.nbcsports.com](http://www.nbcsports.com). TwinSpires.com will do so with the help of Brisnet, an affiliated horse racing data and information company. Brisnet supplies news and information, bloodstock and handicapping data to the Thoroughbred industry.

The content partnership between TwinSpires.com and NBCSports.com will also leverage information about the Kentucky Derby, its contenders, history, traditions, celebrity connections, fashion and lifestyle elements, and related entertainment events available through the official Kentucky Derby website, [www.kentuckyderby.com](http://www.kentuckyderby.com).

Accessing information about this year's 137th "Run for the Roses" and the complete Kentucky Derby experience is as simple as visiting [www.nbcsports.com](http://www.nbcsports.com) and clicking on the "Horses" tab along the website's top navigation panel. From there, fans can check out the latest Kentucky Derby headlines, videos and photo galleries. Horseplayers who want to wager on the Kentucky Derby and other races can click on handy links to [www.TwinSpires.com](http://www.TwinSpires.com) placed around the main horse racing page.

"TwinSpires.com is excited to partner with NBCSports.com on a content-sharing agreement that will make it even easier for fans to get up to speed on the Kentucky Derby while keeping current on horse racing throughout the Triple Crown season and the rest of the year," said TwinSpires.com Vice President of Marketing, Jeremy Clemons. "There is an abundance of quality sports and entertainment content, handicapping analysis and wagering data generated on a daily basis by Brisnet and our affiliated companies. It makes perfect sense to share that useful information with racing fans everywhere through our Kentucky Derby broadcast partner, NBC Sports, one of the strongest media brands in the world."

"Tapping into the considerable resources of TwinSpires.com allows us to provide a deeper experience for our visitors," said Rick Cordella, vice president and general manager of NBC Sports Digital. "This strategic partnership enhances NBC Sports' online Triple Crown coverage while providing a valuable year-round data source for fans that follow horse racing."

TwinSpires.com ([www.twinspires.com](http://www.twinspires.com)) is the official advance-deposit wagering service for Churchill Downs Incorporated and its family of racetracks, as well for the Kentucky Derby and Kentucky Oaks. TwinSpires.com is a wholly owned subsidiary of Churchill Downs Incorporated and offers wagering on races from the country's most popular racetracks. TwinSpires.com includes the assets of Youbet.com, which Churchill Downs Incorporated acquired in June 2010. TwinSpires.com is headquartered in Mountain View, Calif., and operates a wagering hub in Oregon.

The TwinSpires.com logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=9631>

CONTACT: Julie Koenig Loignon

Churchill Downs Incorporated

(502) 636-4502 (office)

[Julie.Koenig@kyderby.com](mailto:Julie.Koenig@kyderby.com)

Adam Freifeld

NBC Sports

(212) 664-6772 (office)

Adam.Freifeld@nbcuni.com