

HorseRacing.com presented by NewMedia Holdings, Inc.

HorseRacing.com

HorseRacing.com was established in 1995 and was one of the first web sites devoted exclusively to horse racing with news, events, results, original content, and blogs.

HorseRacing.com is strongly branded in the horse racing industry and is visited by hundreds of users every day, both local and international, looking for horse racing related information.

Competitive Advantage of HorseRacing.com

Most of the hundreds of thousands of annual visitors to HorseRacing.com are searching for horse racing related information. Advertising on HorseRacing.com gets your product or service seen by a focused marketplace of ready, willing and able consumers and reaches the right demographics and highly targeted audiences interested in horse racing news, results, and information on horse racing related topics such as jockeys, trainers, breeders, and horse racing tracks.

Our site attracted **268,008 visitors** during the last 4 quarters, illustrated by the following chart:

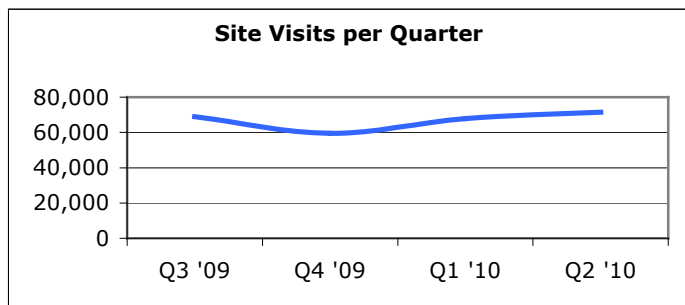


Figure 1: Site Visits per quarter for the last 4 quarters.

We also offer hundreds of pages of original content that was researched, written and reviewed by our editorial staff. Content is updated weekly and presented in the form of Featured Articles and Blogs. HorseRacing.com receives hundreds of thousands page views on it's vast collection of original content, ranging from extensive horse racing track reviews, jockey information, breeders, training, stables, and a comprehensive guide to horse racing betting and strategy.

We also provide video streaming and photo galleries, and live news feeds, providing up to date horse racing news as it happens. Our Events Calendar is also regularly updated to contain various popular horse racing and horse related events and shows happening across the globe, making sure our users do not miss out on events taking place near them they'd like to attend.

Our site received **725,055 page views** during the last 4 quarters, illustrated by the following chart:

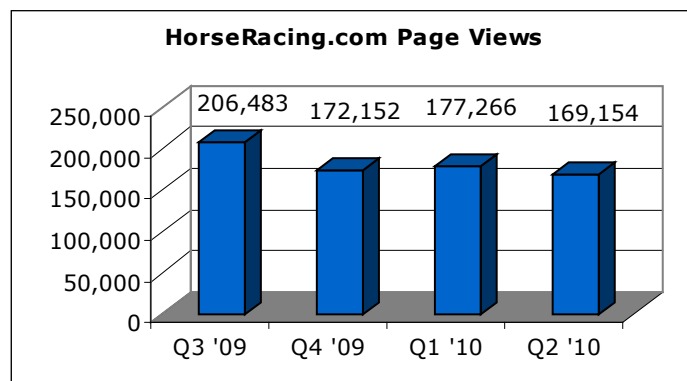


Figure 2: Page Views per quarter for the last 4 quarters.

Our site attracts visitors from across the globe, illustrated by the following chart:

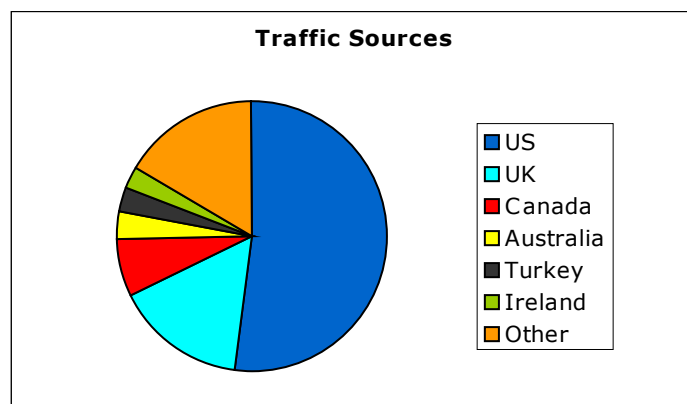


Figure 3: Site Visitor Sources.

We have also developed and implemented publishing and social networking features leading to a community of **1,173 "opt-in", registered users**, and many of our members have expressed an interest to receive horse racing related information from us and we are evaluating ways of delivering special offers and discounts through an alliance with strategic partners in the related industries.

NewMedia Holdings Contact Information

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