

“Win Jill Byrne’s Money!”

The Mid-Card Pick 4 Challenge

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

Overview:

This promotion will have one patron go “head-to-head” with Jill Byrne, Churchill’s handicapper, in a four-race handicapping contest to take place during the Mid-Card Pick 4 each Thursday during the Churchill Downs 2009 Fall Meet. Approximate time of the 1st race in the Pick 4 is 2:00 p.m. (1:00 p.m. on November 26th)

The patron and Jill Byrne will compete “head-to-head” in each race, using their handicapping skills to select one horse from each of the four races in the Thursday Pick 4 series. Of the two horses selected by Jill and the contestant, the horse that finishes ahead of the other will be deemed the winner of the contest race. If the patron’s horse finishes before Jill’s selection, the patron will receive \$100 cash; if Jill Byrne’s horse wins, Jill Byrne/Churchill Downs Racetrack retains the \$100. Patron has a chance to win \$100 on each race during the Mid-Card Pick 4, or a total of \$400. This contest is not part of the pari-mutuel wagering system. Odds of winning each race depends on the contestant’s handicapping skill. For purposes of the contest, selections will be made after Jill’s usual simulcast feed before each race from the paddock. Immediately after the simulcast feed, the contestant and Jill will appear via live local feed to Churchill Downs Racetrack only, and the contestant will have first pick, Jill’s selection for the race coming second. Should a late scratch occur for any horse that was selected, the contestant and/or Jill will be allowed to select an alternate entry.

Promotion will take place in the Paddock (or TV Studio in cases of weather) and will be broadcast over the in-house signal following the post-parade for each race. Each segment will take between 60 and 90 seconds, similar to “Bet Or No Bet” style promotion Churchill sponsored during its Night Racing events during the 2009 Spring Meet. No wager placement or winners circle follow-up is necessary. Contestants will appear a total of five times on the in-house signal.

Contestants must be present, in person, in the paddock with Jill Byrne according the production schedule (immediately after post parades for Race 4, 5, 6, 7, and 8) noted below in order to participate in this promotion. If a contestant is selected to participate and does not show up according to the production schedule, s/he waives all rights associated with this promotion. Contestant must show up at the Paddock Pavilion no less than 45 minutes prior to the start of the first official race of the promotion.

Contestant Selection

Patrons who wish to participate in this promotion must first sign up at the “Who’s the Champ?” Handicapping Tournament registration desk on Sundays (November 1, November 8 and November 15) at Churchill Downs Racetrack. Entries for “Who’s the Champ?” takes place on Sundays from 11:30 a.m. to 1:30 p.m.

Entry into the drawing to participate in the November 26th (Thanksgiving) “Win Jill Byrne’s Money” promotion will be limited to Twin Spires Club VIP members (Gold & Platinum). Entry into the drawing will take place in Gold Room 6 and will be facilitated by the Twin Spires Club.

Limit one (1) entry per person. The odds of being selected depend on the number of eligible entries received for the contest each day.

Patrons will be asked to fill out a short entry form which includes their contact information. All entry forms will be placed into a hopper. The contestant eligible to participate in the "Win Jill Byrne's Money" on the following Thursday will be selected by random drawing from the hopper immediately after entries close for the "Who's the Champ?" Handicapping Tournament on Sundays. Merv Huber will contact winning contestants and make arrangements for participation in the following Thursday's "Win Jill Byrne's Money" promotion. If the contestant chosen cannot commit to return to Churchill Downs the following Thursday, an alternate contestant will be chosen.

Contestants selected from Sunday's entries must report in person to Jill Byrne in the Paddock Pavilion at Churchill Downs Racetrack on the following Thursday prior to Race [2] but no later than 1:15 p.m. If the Contestant is a no show or misses this deadline, an alternate participant will be selected from Twin Spires Club VIP (Gold and/or Platinum) in person patrons at Churchill Downs Racetrack on that Thursday.

By participating, each entrant unconditionally accepts and agrees to comply with and abide by these official rules and the decisions of Churchill Downs which shall be final and binding in all respects. In addition, contestants agree to appear live at the event and on camera, and to the use of their name, photograph, voice, image, likeness and biographical information by Sponsor at the event and in advertising and promotional purposes worldwide in any and all media now known or hereafter developed without additional notice, review or compensation.

Production Schedule

- **Appearance #1**
 - After post-parade for Race 4
 - Jill Byrne introduces contestant
 - Contestant & Jill Byrne make selections for Race 4.
- **Appearance #2**
 - After post-parade for Race 5
 - Results of Race 4 – Contestant receives \$100 bill or Jill Byrne keeps it.
 - Contestant & Jill Byrne make selections for Race 5.
- **Appearance #3**
 - After post-parade for Race 6
 - Results of Race 5 – Contestant receives \$100 bill or Jill Byrne keeps it.
 - Contestant & Jill Byrne make selections for Race 6.
- **Appearance #4**
 - After post-parade for Race 7
 - Results of Race 6 – Contestant receives \$100 bill or Jill Byrne keeps it.
 - Contestant & Jill Byrne make selections for Race 7.
- **Appearance #5**
 - After post-parade for Race 8
 - Results of Race 7 – Contestant receives \$100 bill or Jill Byrne keeps it.
 - Jill Byrne recaps contest.

Weekly Schedule:

- November 5 – **"Who's the Champ?"** Random drawing from November 1
 - Marketing responsible for contestant
- November 12 – **"Who's the Champ?"** Random drawing from November 8
 - Marketing responsible for contestant
- November 19 – **"Who's the Champ?"** Random drawing from November 15
 - Marketing Huber responsible for contestant
- November 26 – **Twin Spires Club VIP**
 - Twin Spires Club responsible for contestant

Miscellaneous:

This Contest is open to legal residents of the fifty United States and District of Columbia who are eighteen (18) years of age or older and Twin Spires Club members in good standing at the time of entry.

Membership in the Twin Spires Club is free. Employees, officers, agents, successors, and assignees of Churchill Downs Incorporated, its affiliates, their advertising agencies and promotional companies involved in this Contest, as well as family, household members and agents of any of them, shall be ineligible to participate in the Contest. In addition, the owners and trainers of any horse running in a race that is the subject to this promotion, the employees of such trainers as well as the immediate family member and/or those persons living in the same households of such owners, trainers and employees of such trainers are not eligible to enter or participate in this contest.

Participation in the Contest constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules and the decisions of Sponsor as to all aspects of the Contest.

By participating in the Contest and accepting a prize, each winner agrees to release and hold harmless Sponsor, its officers, directors, employees and agents (the "Released Parties") from and against any claim or cause of action arising out of participation in the Contest or receipt or use of any prize.

FORCE MAJEURE: In the event Sponsor is prevented from continuing with a race or the promotion, in whole or in part, as contemplated herein by any event beyond its control, including but not limited to severe inclement weather, fire, flood, natural or man-made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis (e.g. SARS), order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "**Force Majeure**" event or occurrence), then subject to any governmental approval that may be required, Sponsor shall have the right to modify, suspend, or terminate the promotion.

SPONSOR: The Contest is sponsored by Churchill Downs Incorporated, Louisville, Kentucky 40208.