Cause The Times, They Are A-Changin’
1. Are they at tracks and using ADWs today?
2. Will they be wagering fans, owners or breeders of tomorrow?
3. Do they understand our product?
4. How do we get their attention, and draw them in NOW?
THEY’VE GOT THEIRS
WE NEED OURS
GET THE LATEST PICKS FOR THANKSGIVING WEEK
NFL, College Football, NBA, NHL and College Basketball

NFL
Get Exclusive Graded Picks for EVERY game from Thanksgiving day through the playoffs.

THURSDAY 4:30 PM
CAROLINA O/U 46.5
DALLAS -1

A STRONG PICK
CAR +1

GET NFL PICKS
CBS Sports Just Got In Last Week!

SPORTS PICKS. ENGINEERED BY SCIENCE. PERFECTED BY EXPERTS.

Members only access to ALL Sports Picks, Projections, Analysis and Expert Advice.

MONTHLY MEMBERSHIP
$10
BILLED MONTHLY
JOIN NOW

ANNUAL MEMBERSHIP
$100
BILLED YEARLY
JOIN NOW
FOLLOW THEIR MONEY!
Millennials ARE Handicappers

Every week millions of millennials handicap the performance of NFL football players to wager in fantasy football.

Racing has better handicapping & “more realistic stats” than football.

Why aren’t millennial wagering on our product?
“BET HERE...BET HERE” Is Not Enough
Problem: The millennial won’t wager on Thoroughbred, Harness or Greyhound racing if they don’t understand the brand.

Solution: Rule of Consumer Brand Conversion: Sample, Trial and Evaluation

We must sample and engage millennial’s with something appealing, exciting, & with a model they understand.
TRACKS & ADWS NEED MILLENNIALS
RIGHT HERE, RIGHT NOW

Here’s Product To Generate Sampling, Trial, Evaluation And Ignite The **FIRE!**
PLAY 20 FOR FREE on your Cell Phone, iPad or Laptop
Pick 20 winning races
Win $1,000,000
Do you have what it takes?
PLAY FOR FREE

GULFSTREAM PARK

WELCOMES 20 WINS A MILLION

Admission and Parking are Always Free at Gulfstream Park and Gulfstream Park West.

RACING NEWS
Nonagenarian George Handy Saddles Pair Of Winners On Sunday’s Program
—11/5/2015

THE BUZZ
92 years young trainer George Handy wins 2nd today with 2 Storm...
1 day 9 hours ago

GULFSTREAM PARK EVENTS
NOV 16
3x Points Monday

NOV
Military Monday
Like to Win Prizes?
Want to Win $1,000,000?
Think You Can Pick 20 Straight Horse or Dog Races?

PROVE IT!

Play For Free

REGISTER NOW
Can someone pick 20?

In the minds of Millennials the answer is YES! anything’s possible and worth a try.

For racing’s current fan base, the answer is Probably NO!

20 is not about reaching current fan base!
20 Is About Prizes!

Track Prizes Urge Millenial’s To Wager & Continue Their Streak

• **3 straight wins** – “Trifecta” get an on-line scratch-off card for a $10 to $15 **free wager** on track ADW. Register on our ADW for your free wager prize.

• **5 straight wins** - A choice of $20 in casino free play or a Yonkers **Cap and T-Shirt**.

• **7 straight wins** – **$50 live win wager** redeemable at Players Club Center.

• **9 straight wins** – **Tickets to a concert** at the track or $100 in match play from Yonkers ADW.

• **10 straight wins** – “Half Way To A Million: Night at the Races” with **dinner for two**, **$100 win wager**, starting gate ride, race name and race presentation in Winner’s Circle with photograph to put on social media to show your friends!

• **19 straight wins** – You win a lease for one year on a **brand new car** from track sponsor if you fail to win your 20th straight race.

• **20th straight win** – You win **$1,000,000 CASH!**

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**Empire City Casino**

**Yonkers Raceway**
Winning is Easy From The Start!

DAY 1: If your pick finishes in the top 4, you win! Your streak has begun.
EMAIL TEXT ALERTS

At Registration, Players Opt In For Track & Game Announcements
Every Loves a Winning Streak!

Level 2: If pick finishes in the top three, **YOU WIN AGAIN** & advance.

Level 3: If pick finishes 1\textsuperscript{st} or 2\textsuperscript{nd} receive **first game prize**
Going to Gulfstream Saturday picking up prize from 20. Who wants to meet there and hang out? #20WinsAMillion
Then the Game Gets Harder!

Levels 4-20 MUST PICK THE WINNER

If pick loses, streak goes to zero but players start again next race day!
Major League Baseball has been running a similar FREE ONLINE GAME called Beat The Streak for the past 14 years.

Their prize is $5,600,000 for 1st person to guess ballplayers to get a hit in 57 straight games.

Nobody has won in 14 years, but millions keep trying and MLB just announced game continuation for 2016.
<table>
<thead>
<tr>
<th>Date</th>
<th>Date</th>
<th>Picks</th>
<th>Streak</th>
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<tbody>
<tr>
<td>Mon</td>
<td>Dec 07</td>
<td>Select Your Horse</td>
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</tr>
<tr>
<td>Sun</td>
<td>Dec 06</td>
<td>Trulamo</td>
<td>3</td>
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<tr>
<td>Sat</td>
<td>Dec 05</td>
<td>Trace of Grace</td>
<td>2</td>
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<tr>
<td>Fri</td>
<td>Dec 04</td>
<td>Ribot Star</td>
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<td>Thu</td>
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<td>Tue</td>
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<td>April Mae</td>
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<tr>
<td>Position</td>
<td>Horse Name</td>
<td>Driver/Jockey/Trainer Stats</td>
<td>Track Handicapper Picks</td>
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<tr>
<td>1</td>
<td>Camarow</td>
<td>Mike Simmons (54) grnl-grn (5179-699-229-227-228)</td>
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</tr>
<tr>
<td>2</td>
<td>Source Of Pride</td>
<td>Brett Miller (42) grnl-grn (5214-226-222-227-224)</td>
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<tr>
<td>3</td>
<td>Magical Telf N</td>
<td>Pat Lachance (50) grnl-grn (5179-699-229-227-228)</td>
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<td>4</td>
<td>Mitchell Blue Chip</td>
<td>Geo. Napolitano (149) grnl-grn (5205-652-541-371-40)</td>
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</tr>
</tbody>
</table>

HARRAH'S PHILADELPHIA

PURSE $9,000

Thursday, December 23, 2015

1 MILE PACE

4 Yr. Olds & Older Last Start for a purse of greater than $12,000 ineligible

PA Preference

NW $4,500 in Last 5 Starts

PLEASE ASK FOR HORSE BY PROGRAM NUMBER

T-RON COYNE JR  (625-9-12-11-22) L
T-NICHOLAS DEVITA (52-5-6-10-9) L
T-Jonathan Butler (100-6-5-4-200) L
T-Christopher J Mazzone (135-2-3-2-100) L
T-Sean McKeever (82-1-1-1-90) L
T-Philip Cucinelli (20-1-1-1-70) L
T-Joseph Buffardi (76-2-2-2-60) L
T-Pat Lachance (50-1-1-1-50) L
T-Brett Miller (42-2-2-2-40) L
T-Mike Simmons (54-3-3-3-30) L
T-Richard Mastro (30-1-1-1-20) L
T-David Cappiello (25-2-2-2-15) L
T-Kyle bridge (20-2-2-2-10) L
T-John R Marino (15-2-2-2-5) L
T-Doug Florio (10-2-2-2-5) L
T-Brianarellis (9-2-2-2-5) L
T-Scott Weinberger (8-2-2-2-5) L
T-Doug Florio (7-2-2-2-5) L
T-Doug Florio (6-2-2-2-5) L
T-Doug Florio (5-2-2-2-5) L
T-Doug Florio (4-2-2-2-5) L
T-Doug Florio (3-2-2-2-5) L
T-Doug Florio (2-2-2-2-5) L
T-Doug Florio (1-2-2-2-5) L
T-Doug Florio (0-2-2-2-5) L
SAMPLING

ENGAGEMENT

TRIAL

EVALUATION

ACTIVATION
Do you think someone you know... a family member, friend or neighbor might play a Free Online Game to win $1,000,000?
Thank you!

Follow us on social media
Facebook: facebook.com/20winsamillion
Twitter: @20WinsAMillion
Instagram: @20WinsAMillion

www.20winsamillion.com
Like to Win Prizes?
Want to Win $1,000,000?
Think You Can Pick 20 Straight Horse or Dog Races?

PROVE IT!

Play For Free

REGISTER NOW