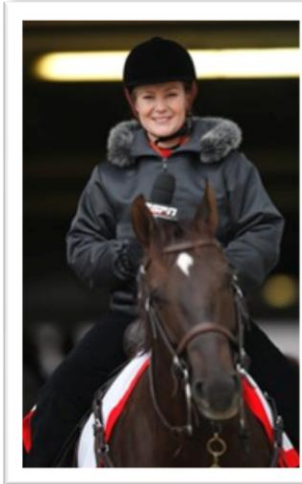




## CATON BREDAR JOINS HORSE PLAYER NOW TEAM

*Renowned racing expert makes debut in Saturday's BUZZ Report*



Horse Player NOW, a rapidly growing and already industry-leading website devoted to fan education and handicapping, announced today that renowned industry expert Caton Bredar has joined its team of analysts. The addition of Bredar will bolster the company's coverage of major racing events across the country, as well as the current prestige meeting at Gulfstream Park.

"Caton is on the short list of anyone's *Who's Who* of horse racing experts, and I'm proud to have her in our lineup," said Jeremy Plonk, who co-owns and manages Horseplayernow.com along with Joe Kristufek. "We're excited to tap into her Gulfstream Park insight as well as her big-picture views of Thoroughbred racing as we share with our customers and racing fans."

In addition to providing full-card racing analysis each Saturday in the Horse Player NOW BUZZ report, Bredar also will be contributing frequently to the company's myriad of online live chats with racing fans, including those live raceday discussions HP NOW's analysts conduct under the employ of XpressBet RaceChat each Saturday and Sunday. Bredar also will appear on several Countdown to the Crown live chats this spring for Horse Player NOW and will be incorporated into the soon-to-be-released national fan education initiative entitled "Night School."

Bredar is an award winning journalist with nearly 20 years experience in television covering horses, racing and handicapping. The Palatine, Illinois native grew up on the backstretches of Arlington Park and Hawthorne Race Course, where she exercised horses for a variety of trainers including her father, Raymond Metzler. The granddaughter of Hall of Fame jockey Ted Atkinson, Bredar has held owner, trainer and even racing official licenses. The simulcast host for many years at Gulfstream Park, she shifted full time to television and handicapping in 1999, with the launch of TVG. Since 2003, Bredar has lived in Louisville, Kentucky where she occasionally anchors and reports for the NBC-affiliate, WAVE-3 News. She frequently can be seen covering major races across the nation on HRTV or ESPN/ABC, for whom she reports on horseback for the Belmont Stakes and Breeders' Cup, and can be heard every Saturday on SIRIUS Radio's "Down the Stretch" with Bill Finley and Dave Johnson.

Horse Player NOW, launched in December 2009, sports a stable of racing analysts that includes Kristufek and Plonk, as well as noted network television racing reporter Bob Neumeier, Terry Turrell, James Dickson, Brian Spencer, Brian Nadeau and Jerry Shottenkirk. Horse Player NOW analysts have conducted nearly 500 live online chat sessions with more than 100,000 racing fans and bettors over the past year-plus, providing exclusive live chats for companies such as NBCSports.com, Preakness.com, XpressBet.com, the Dubai World Cup through AmWest Entertainment, and several of the country's leading racetracks. The subscription-based Horse Player NOW BUZZ report, also available for daily purchase, brings together the company's analysts for a collaborative, national horses-to-watch list for tracks each racing day.