Dear Track or Graphics Company Partner:

As you know, TrackMaster has been a data partner of the USTA since 1997, delivering electronic racing programs and advanced handicapping information to thousands of customers each year. In addition, we are constantly driven to research and explore other data (and its final presentation) not currently available in the market. Some examples that have come out of this are Harness Speed, Pace, Power and Class Ratings, race specific driver and trainer stats, entry level and advanced programs, and automated selections to name a few. All designed to give the player the information they need to wager confidently and hopefully more often, at the races. As I may have spoken to you about already, with our expertise in handicapping data and its delivery, TrackMaster has developed an "Enhanced Video Graphics" (EVG) for use as content for on-track and simulcast video graphics.

I spent considerable time researching what US Harness Tracks display through their video graphics during their live races. Many tracks limit themselves to Horse, Driver, Trainer and Owner names and some add basic horse or driver and trainer stats. Several also display selections from one to three individuals. These graphics are typically shown just before, during or after the post parade.

It struck me that nearly all other sports display some kind of interesting statistical graphics to complement their on-air talent. Major league sports have people dedicated to finding interesting "nuggets" of information, in addition to more standard displays of data. For example, an MLB player at bat may have his batting average, RBIs and home runs displayed as a matter of course. In addition, one-liners like "14 for 50 with 1 out and runners in scoring position against lefties in 2013" are commonly displayed. With the depth of TrackMaster derived data, I thought it was possible to supply both more enlightening "standard" information as well as the "color commentary" type of information for display while horses are on, or about to come onto the racetrack, thusly enhancing the broadcast of all harness races.

To that end, I put together the elements of a data file which race tracks and their graphics providers could choose from. I have included in this document a list of the data fields I think supply far more interesting "standard" information (See Exhibit One – Enhanced Statistics) and a couple of photo examples. Some of these (Yonkers) are mock-ups, others (The Meadows and Monticello) are the actual graphics they are using. Just as important, I spent time working on code for "color" comments, and in the end, compiled a list of about 65 (See Exhibit Two – "Specialty Commentary") that was implemented and included in the EVG we now provide. Up to three such items for are included for every horse in every race in a "color commentary" type of graphic. I have provided examples of these as well that appear throughout this document. These 64 items have been carefully tested, and I ran one full year worth of entry files (5190 race cards) to see how often each of these come up, and that they make good sense and provide some interesting tidbits of information to both bettors and general fans of the sport.

HOW THIS WORKS

Currently, there are four graphics companies that I am aware of serving US harness tracks as well as a couple of tracks that do graphics in-house. To the best of my knowledge, all are capable of receiving and digesting the USTA's media file which comes in an xml format. International Sound, the graphics house with the largest market has been receiving our "expended" file which included all of the USTA's fields of data, and our additional enhanced data fields.

Tracks would have to work with their graphics providers to take the additional data that we provide, and build the appropriate graphic elements for display for that particular track. As you will see in the examples and exhibits, we have put some sample

screens together which can be used as a starting point.

The Meadows has been using these files and airing "color" graphics since the end of 2013, and Monticello Raceway should launch in early March of 2013.

TrackMaster would provide the data to the Graphics Operators at the tracks via some type

of "pull" mechanism as they pull it from the USTA today. Licenses for the use of the data would be granted to the racetracks for a nominal fee.

WHAT WILL THIS COST

Tracks will pay TrackMaster an annual fee of $1500 for the use of this data in their TV broadcasts. Usage by The Meadows, Monticello and Hoosier Park has gone smoothly. There are about seven tracks that pay a third party for use of very basic data, so for those tracks, the cost from TrackMaster would be similar if they were to switch. Tracks currently limiting themselves to the very basic data they get from the USTA pay nothing for that feed The USTA "basic" media file will not go away, so tracks that don't want the enhanced files TrackMaster could provide, will not have to use them or pay for them. So this is a one-way option for the tracks. Any fees that the graphics provider may charge for building the graphics for this enhanced data are to be negotiated between themselves and the tracks.

Example of Enhanced Statistics

HOW FAST CAN THIS HAPPEN

TrackMaster can "turn on" any track immediately so speed of getting running is only limited by the graphics company (and of course signing an agreement with TrackMaster). Given International Sound has been working with TrackMaster, for tracks that utilize them, they likely would have a short lead time.

Please review the attached exhibits and take a look at the photos as they are illustrations of what video graphics could produce.

Sincerely,

David C. Siegel
President

EXHIBIT ONE
ENHANCED STATISTICS

ADDITONAL HORSE ELEMENTS	
Data Element	Example
Last Speed Rating	85
Avg Speed Rating	85
Avg Closing Pace Fig	85
Avg Class Rating	85
Power Rating	85
Driver Trainer Win %	31%
Last Speed Rating Rank	2/9
Avg Speed Rating Rank	2/9
Avg Class Rating Rank	2/9
Avg Closing Pace Fig Rank	2/9
Power Rating Rank	2/9
Driver Trainer Win % Rank	2/9
Horse Comment 1	See Full List
Horse Comment 2	See Full List
Horse Comment 3	See Full List
Horse Comment 4	See Full List

Note – Horse Comments are listed above as they will be in horse-related fields, but examples are in Exhibit Two

SAMPLE OUTPUT - HORSE
(illustrations of some thoughts only – photos in body of document also show examples)

1 - Wastin Time - Performance		
Last Speed Rating	88	1/8
Avg Speed Rating	92	3/8
Avg Closing Pace Fig	104	1/8

1 - Wastin Time - Performance		
Power Rating	91	1/8
Avg Speed Rating	92	3/8
Avg Class Rating	90	4/8

1 - Wastin Time - Connections			
	Starts	**Win%**	**Rank**
Dr - Mike Lachance	279	31%	3/8
Tr - Ron Burke	400	25%	2/8
Driver-Trainer	126	18%	3/8

Below is an example of specialty commentary – see Exhibit Two and photos above for details

1 - Wastin Time - Highlights
Highest Avg Speed Rating in field
Trainer has 2nd highest Win Percentage
Claimed last start for $15,000 - new trainer - 16% Win Pct off claims

ENHANCED STATISTICS AND SAMPLE OUTPUT – RACE

Potentially, TrackMaster could provide race selections in a "race node" of the xml file

ADDITIONAL RACE ELEMENTS	
Data Element	Example
Horse Pick 1	1A
Horse Pick 2	2
Horse Pick 3	3

Race One TrackMaster Selections			
1 - Wastin Time	1	3/1	current odds
5 - Incredible Gambler	2	2/1	current odds
8 - My Roomie	3	7/1	current odds

EXHIBIT TWO

SPECIALTY COMMENTARY DETAIL

(Percentage of Starters With Each Item – Prioritized – With a Maximum of 3 Items per Starter)

Comment Description (For Horse)	% Starters
Highest last race Speed Rating	8.1%
Highest average Speed Rating	11.9%
Last SR measurably higher than today's CR	9.4%
Average SR measurably higher than today's CR	9.8%
Claimed for $[x] - in for $[y]	7.6%
Trainer from [last] (UTR=[x]) to [last] (UTR=[y])	8.1%
Purchased for $x on [date]	2.3%
Driver change from [last] (UDR=[x]) to [last] (UDR=[y])	4.4%
1st time Lasix	1.9%
Second time Lasix	4.1%
Off Lasix	0.6%
Back on Lasix	0.7%
1st time hoppled	1.3%
Second time hoppled	1.6%
Off hopples	0.6%
Back on hopples	1.0%
1st time freelegged	13.6%
Second time freelegged	2.4%
Off freelegged	1.6%
Back on freelegged	2.5%
Significant Class Drop	3.2%
Moderate Class Drop	1.8%
Significant Class Hike	0.9%
Moderate Class Hike	2.1%
Trainer has highest UTR	1.7%
Trainer has 2nd highest UTR	1.5%
Driver has highest UDR	1.5%
Driver has highest 2nd UDR	1.7%
Hot Driver - highest 14 day Win%	5.4%
Hot Driver - highest 30 day Win%	8.6%
Hot Trainer - highest 14 day Win%	0.7%
Hot Trainer - highest 30 day Win%	4.9%
Driver has highest ITM% for trotters	0.8%
Trainer has highest ITM% for trotters	38.1%
Driver has highest ITM% for pacers	0.6%
Trainer has highest ITM% for pacers	0.6%
Driver-Trainer Combo has highest Win%	0.2%

Driver-Horse Combo has highest Win%	0.1%
Off [x] days - [y] for [z] when off 30+ days	0.2%
One of top 3 Power Rated horses	0.2%
Sold for $[x] as a yearling	0.1%
Sire's stud fee of $[y]	0.1%
Off qualifier	0.1%
1st timer - Sire's foals [x] Win% at first asking	0.1%
Off [x] days - trainer [y] Win% off 30+ days	0.1%
Fastest 1Q Avg Pace Figure by wide margin	0.1%
Fastest 4Q Avg Pace Figure by wide margin	1.8%
Beaten favorite last race	5.4%
Highest earnings this year	5.0%
Highest earnings lifetime	10.1%
Highest lifetime earnings per start	0.1%
Most wins this year	1.4%
Most lifetime wins	1.8%
Highest lifetime Win%	3.5%
Broke last race	0.7%
Parked Last Race 1st and 2nd Quarter	0.5%
Parked Last Race 2st and 3rd Quarter	5.4%
Parked Last Race Entire Mile	4.2%
Best win time this year ([x])	0.5%
Best win time lifetime ([x])	14.6%
Best win time this track ([x])	1.8%
Positive post switch from last race	13.5%
Negative post switch from last race	14.6%
No data	3.4%

Frequency Distribution of Items/Horse
(when limiting any one horse to a max of 3 items)

Items/Horse	% Horses	Cum
0	3.4%	3.4%
1	10.6%	14.0%
2	15.0%	29.0%
3	71.0%	100.0%

TrackMaster Enhanced Data XMLNodes

Node Name	Description
TM_LastRaceSR	Horse's Speed Rating from it's last race*
TM_AverageSR	Horse's overall average Speed Rating
TM_Pace	Horse's Pace Rating
TM_LastRaceSR_Rank	Rank for horse's last race speed rating, out of all horses in current race
TM_AverageSR_Rank	Rank for horse's average speed rating, out of all horses in current race
TM_Pace_Rank	Rank for horse's pace rating, out of all horses in current race
TM_Power	Horse's Power Rating
TM_Class	Horse's Class Rating
TM_Power_Rank	Rank for horse's power rating, out of all horses in current race
TM_Class_Rank	Rank for horse's class rating, out of all horses in current race
TM_DriverLabel	Horse's driver name (Last Name, First Initial)
TM_DriverStarts	Driver's number of starts (all tracks)
TM_DriverWinPct	Driver's win percentage (all tracks)
TM_DriverWinPct_Rank	Rank for driver's win percentage, out of all drivers in current race
TM_TrainerLabel	Horse's trainer name (Last Name, First Initial)
TM_TrainerStarts	Trainer's number of starts (all tracks)
TM_TrainerWinPct	Trainer's win percentage (all tracks)
TM_TrainerWinPct_Rank	Rank for trainer's win percentage, out of all trainers in current race
TM_DrvTrnStarts	Number of starts this driver-trainer combination has had
TM_DrvTrnWinPct	Win percentage for driver-trainer combination
TM_DrvTrnWinPct_Rank	Rank for win percentage for driver-trainer combination, for current race
TM_HorseHighlights1	Noteworthy comment about current horse, driver, or trainer (Slot 1)
TM_HorseHighlights2	Noteworthy comment about current horse, driver, or trainer (Slot 2)
TM_HorseHighlights3	Noteworthy comment about current horse, driver, or trainer (Slot 3)
TM_RaceSelection1	TrackMaster's Horse Selection 1
TM_ProgramNum	Selection's program number
TM_HorseName	Horse name of current selection
TM_Odds	Morning Line Odds for current selection
TM_RaceSelection2	TrackMaster's Horse Selection 2
TM_ProgramNum	Selection's program number
TM_HorseName	Horse name of current selection
TM_Odds	Morning Line Odds for current selection
TM_RaceSelection3	TrackMaster's Horse Selection 3
TM_ProgramNum	Selection's program number
TM_HorseName	Horse name of current selection
TM_Odds	Morning Line Odds for current selection

* Last Race is the horse's last non-qualifier, non-scratched race