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10th ANNUAL NHC TOUR FEATURES NEW BRAND, NEW SPONSORS AND RECORD PRIZE POOL

- **STATS Race Lens™, LUXAIR JETS join stable of sponsors**
- **Equibase named Official Data Provider of NHC and NHC Tour**
- **Record 25 Free NHC Entries, 10 BCBC entries part of Tour prize pool**
- **NHC set for Feb. 9-11, 2018, at newly-expanded Treasure Island Las Vegas**
- **New identities unveiled for NHC, NHC Tour**

LEXINGTON, Ky. (Thursday, March 16, 2017) – A revamped and rebranded **NHC Tour** will be the richest in its 10-year history with a record **prize pool totaling \$400,000** up for grabs in 2017. The **NTRA National Horseplayers Championship Tour (NHC Tour)** is a yearlong bonus series offering additional prize money and qualifying berths to the **NTRA National Horseplayers Championship (NHC)**, the world’s richest and most prestigious handicapping contest, formerly known as the NTRA National Handicapping Championship.

Details of the 2017 NHC Tour were announced today by the **National Thoroughbred Racing Association (NTRA)**, the founder, owner and operator of the NHC and NHC Tour.

This year’s NHC Tour prize pool represents a 27 percent increase from the \$315,000 offered in 2016. The NHC Tour champion will win \$100,000 (up from \$75,000 in 2016), with \$50,000 to the runner-up, \$25,000 to third, \$17,500 to fourth, and \$10,000 to fifth. The top 20 finishers on the NHC Tour will win prize money, with sixth through 20th paying on a declining scale from \$9,000 to \$2,000.

NHC Tour membership is mandatory to be eligible to qualify for the NHC. Membership includes free entry into five online “members only” contests offering a record 25 NHC berths (five more than in last year’s free online qualifiers). Those contests are set for April 8, May 13, June 10, July 30, and Sept. 2.

The top five finishers in separate “First Half” (through July 30) and “Second Half” (July 30-Jan. 6, 2018) **LUXAIR JETS Leaderboards** will each be awarded berths to the next Breeders’ Cup Betting Challenge. In addition, a separate **LUXAIR JETS Rookie Leaderboard** for players that join the Tour for the first time in 2017 will offer \$15,000 in prize money, including \$5,000 to the winner.

“This record prize money for the NHC Tour is a reflection of what continues to be unabated growth and interest in the NHC and NHC Tour,” said **NTRA President and Chief Executive Officer Alex Waldrop**.

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10th Annual NHC Tour Features New Brand, New Sponsors and Record Prize Pool
2/2/2/2

Equibase, STATS Race Lens™ Partner with NHC, NHC Tour

The NTRA also announced today that **Equibase Company**, the racing industry's official database, is the new official data provider of the NHC and the NHC Tour, and its **STATS Race Lens™** interactive past performance product will be a presenting sponsor of the NHC. The NHC is now officially the **NTRA National Horseplayers Championship Presented by Racetrack Television Network, STATS Race Lens™ and Treasure Island Las Vegas**.

"Equibase Company is the perfect partner for a pursuit that attracts many of the country's most dedicated horseplayers," said Waldrop. "Every past performance product on the market is generated with Equibase data and STATS Race Lens represents a revolutionary way of interpreting that information."

Said Equibase President and Chief Operating Officer **Jason Wilson**: "As the industry's official database, we look forward to supporting these great events and working with the NTRA to help them grow. STATS Race Lens™ provides handicappers with more data, deeper insights, and the ability to create angles and test their theories within an easy-to-use interface. It is quickly gaining acceptance in the handicapping marketplace and we are excited to expand its reach to NHC Tour members."

NHC Tour members interested in trying STATS Race Lens™ for the first time can purchase a one-month subscription and get two additional months at no cost by using promo code SRLQ129NHC at equibase.com.

Online registration for the 2017 NHC Tour is available at <https://www.ntra.com/membership>. A host of NHC qualifiers offering NHC Tour points are already underway. The next chances to earn spot in Las Vegas through online play are this weekend with contests Saturday and Sunday on HorseTournaments.com. A tentative schedule of contests for the calendar year will be announced next week.

LUXAIR JETS Sponsors All NHC and NHC Tour Leaderboards

The Lexington-based luxury charter service **LUXAIR JETS** has acquired the naming rights for all NHC and NHC Tour leaderboards. The **LUXAIR JETS NHC Tour Leaderboard** and **LUXAIR JETS NHC Tour Rookie Leaderboard** are updated weekly throughout the year, while the **LUXAIR JETS NHC Tour "First Half" Leaderboard** and the **LUXAIR JETS NHC Tour "Second Half" Leaderboard** are updated weekly throughout their respective six-month seasons.

All **LUXAIR JETS** Leaderboards are first posted and updated on the official NHC website at <https://www.ntra.com/nhc/leaders> and also are e-mailed to the NTRA's database of thousands of horseplayers.

New Identities Unveiled for NHC, NHC Tour

While the familiar acronyms remain, the NHC and the NHC Tour have had their official names updated to the **NTRA National Horseplayers Championship** (NHC) and the **NTRA National Horseplayers Championship Tour** (NHC Tour). The NHC was launched as the NTRA National Handicapping Championship in 1999 and its companion NTRA National Handicapping Championship Tour was introduced in 2008.

"All of the changes announced today are the outgrowth of a strategic assessment that began more than a year ago to review the NHC and NHC Tour to see how best to improve the experience, increase participation and ensure continued growth for the NTRA's signature event, now in its 19th season," said **Rob Duboff**, author

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10th Annual NHC Tour Features New Brand, New Sponsors and Record Prize Pool
3/3/3/3

of the book “Market Research Matters” and co-founder of HawkPartners, a Boston-based firm that has helped guide the NTRA through the planning process. “The NTRA is taking a thoughtful, proactive approach to enhancing this property. With the benefit of research and cooperation from partners who share the same vision, they have embarked on a multi-year effort to continue to modernize the NHC and create a bigger, better, and more powerful asset for the industry that at its core is designed to drive interest and participation in Thoroughbred racing and wagering.”

New logos for the NHC and NHC Tour also were unveiled today. The marks utilize the NTRA logo and its red-white, and blue color scheme to emphasize the NHC’s unique structure as an industrywide collaboration involving nearly 50 partners, including racetracks, off-track betting facilities, race books, and horse racing and handicapping websites.

NHC Set for February 9-11, 2018, at Treasure Island

The 19th NTRA National Horseplayers Championship Presented by RTN, STATS Race Lens and Treasure Island Las Vegas will be held **February 9-11, 2018, at Treasure Island**. The three-day extravaganza will unfold in Treasure Island’s state-of-the-art convention hall, expanding the footprint of the contest into newly constructed event space below the traditional contest ballroom that annually is transformed into the world’s largest race book. Treasure Island will play host to the NHC for a record seventh time.

About Equibase Company

Equibase Company is a partnership between subsidiaries of The Jockey Club and the Thoroughbred Racing Associations of North America and serves as the Thoroughbred industry’s official database. Through its website and mobile applications, Equibase offers a comprehensive array of free statistical information as well as premium handicapping products and reports in support of the North American Thoroughbred racing industry. In partnership with STATS, Equibase developed the market-leading interactive past performance product STATS Race Lens™. Additional information is available at www.equibase.com.

About LUXAIR JETS

Founded by horsemen and aviation professionals and based in Lexington, Ky., LUXAIR JETS provides private aviation travel on a fleet of some of the world’s finest private aircraft through “on demand” charter jet service at fleet member pricing without any minimum or hourly buy-in requirements. LUXAIR JETS (luxairjets.com) also is an official partner of the Eclipse Awards.

About the National Horseplayers Championship

In its 19th year, the NTRA National Horseplayers Championship (formerly known as the NTRA National Handicapping Championship) is the world’s richest and most prestigious tournament of the year for horseplayers and is the culmination of a year-long series of NTRA-sanctioned local tournaments conducted by racetracks, casino race books, off-track betting facilities and horse racing and handicapping websites, each of which sends its top qualifiers to the national finals. Each year, the NHC winner joins other human and equine champions as an honoree at the Eclipse Awards. The most recent NHC offered record prize money and awards totaling more than \$2.9 million. NHC 19 will be held February 9-11, 2018, at Treasure Island Las Vegas.

About the NTRA

The NTRA, based in Lexington, Ky., is a broad-based coalition of more than 100 horse racing interests and thousands of individual stakeholders consisting of horseplayers, racetrack operators, owners, breeders, trainers and affiliated horse racing associations, charged with increasing the popularity, welfare and integrity of Thoroughbred racing through consensus-based leadership, legislative advocacy, safety and integrity initiatives, fan engagement and corporate partner development. The NTRA owns and manages the NTRA Safety and Integrity Alliance; NTRA.com; the Eclipse Awards; the National Handicapping Championship; NTRA Advantage, a corporate partner sales and sponsorship program; and Horse PAC®, a federal political action committee. NTRA press releases appear on NTRA.com, Twitter ([@ntra](https://twitter.com/ntra)) and Facebook (facebook.com/1NTRA).