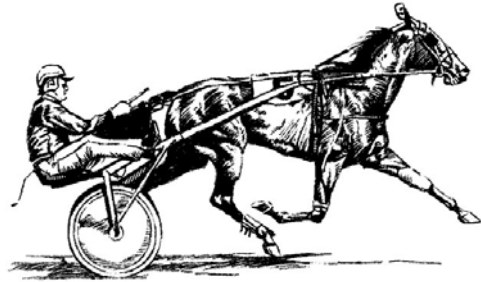


Promotions at



HTA

Tracks

Week of October 30, 2006

Pompano Park is enjoying a Renaissance that will include the opening of a new casino before long, and as a result things are changing all over the Florida racing and gaming facility in ways both big and small. A case in point is the new program the track recently introduced. What's new about the program? Its size. The new format, which is now offered as an option to the standard size racing program, measures a whopping 11x14 inches!

Steve Wolf, Pompano's senior director of racing operations, said that the new program "was made just for our seniors at the track who would complain from time to time that the print was too small or who [Program Manager] John Yinger saw having to read the program with a magnifying glass or by holding the program too close to their eyes." Yinger


started off printing 25 special editions of the program each night but quickly increased the print run to 50. The track will continue to bump the number of large format programs to meet demand.

Printing the new edition of the program was not without initial difficulties, but Wolf said that once Yinger works out some of the kinks, including working with Pompano's program copier company to improve stapling and trimming, he believes the program

will be an even bigger hit. Wolf sums it up best when he says that customers, particularly older customers, of whom there are more than a few in South Florida, are "tickled pink" with the new program. Anyone who's ever spent time squinting at a program would have to agree the idea's a winner.


Pompano Park Racing & Poker

Special Edition **Official Program**



NEW BARN RIBBON CUTTING
Three new barns are opened to the horsemen Tuesday!

Saturday, September 30th, 2006
30th Racing Day
Post Time 7:25 PM


Northfield Park Included
Post Time 7:00 PM

On-Track \$2.50 Off-Track \$3.00

NORTHFIELD FEATURES LOADS OF FUN IN THE FALL



In honor of Halloween, Northfield Park featured a Great Pumpkin

Patch promotion. There were 50 pumpkins in the track's pumpkin patch and ten winners on Saturday, October 28. Names were drawn throughout the evening and winners were selected to receive a pumpkin filled with candy. Each orange orb also contained a betting voucher worth between \$50 and \$1,000. Not all vouchers were cashed, but the two biggest -- one for \$500 and one for \$1,000 -- were both turned in by lucky contest participants.

Saturday the 28th was also the day Northfield hosted its Third Annual Halloween Costume Contest. More than

DOVER OPENS WITH PROMOS GALORE

Dover Downs opened its racing season on Oct. 29 and the track is already lining up an impressive list of promotions for the 2006- 2007 race meet. On Sunday, Nov. 12, Progress Pace Day, the track will give away caps commemorating the 2006 edition of the race.

Dec. 30 has been designated Customer Appreciation Day, with special prices on food and programs.

Saturday, Feb. 3, patrons who have earned player reward points by wagering on simulcasts at the track will be eligible for a drawing for a 40-inch flat screen TV. Participants will be entitled to one entry for each day they wagered on horse racing at the track. Similar drawings will be held on April 2, with cash prizes available.

three dozen entrants vied for almost \$1,000 in prizes. The panel of judges included City of Northfield Mayor Victor Milani, Northfield Park trainer Kevin Ehrhardt, and Mary Randall, the track's hard-working director of group sales. Prizes were taken home by such entrants as "The Undertaker," "Evil Toymaker and Jack-in-the-Box," "The Snake Lady," "Mr. and Mrs. Potatohead," "Skeleton-in-the-Toilet," and even "The Dirty Old Man and His Nurse."

On Friday, November 17, the Northeast Ohio oval will honor Thanksgiving by giving away hams and turkeys -- or rather giving away 24 gift certificates food for \$35 at any area Honey Baked Ham Store. Two winners will be drawn before each of the first 12 races.

BAL-CAL PICK 4 CHALLENGE BACK AT CAL-EXPO

A dollar doesn't get you much these days, but one of the exceptions is the Bal-Cal Pick 4 Challenge. Offered every Wednesday, \$1 wager combines the last two races at Balmoral Park with the last pair of races at Cal-Expo, and comes attached with a \$25,000-guaranteed pool. Last week saw a nice payoff of \$2,715. Three of the last 11 Bal-Cal payoffs have been real hits, with returns of \$19,000, \$18,000 and \$10,000 for isolating the winning horses. And all for just a buck!

In another move to spark some interest in their pools, Sacramento Harness Association at Cal-Expo is continuing to offer \$20,000 Guaranteed Late Pick 4 pools each Friday and Saturday. The Late Pick 4 is offered on each of races nine through 12.