

PUB • GRILLE • OTB
DOWNTOWN INDIANAPOLIS

THE WINNER'S CIRCLE PROJECT

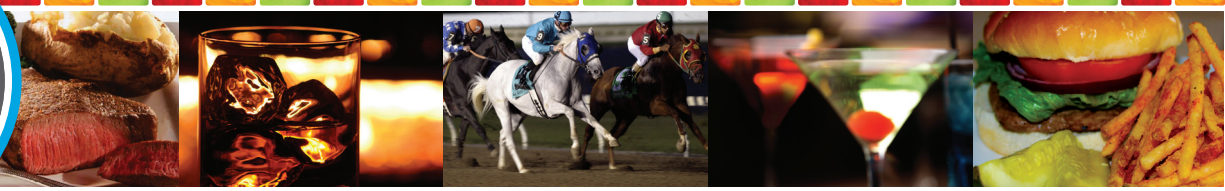
Project Objectives

Redefine the Off-Track Betting Experience

- Expand the customer base by appealing to Indianapolis visitors, local residents and business diners while enhancing the experience of existing, loyal patrons.
- Create a “Wow” with new experiences that reinforce quality perception and enhance reputation. Provide a comprehensive food and beverage product offering that is complimentary to and enhances the current Downtown Indianapolis restaurant offerings.
- Become a first-choice option for entertainment in Downtown Indianapolis.
- Create a state-of-the-art wagering facility reminiscent of a Las Vegas-style race wagering lounge.
- Provide convenient parking, together with pedestrian exposure via appealing storefront.
- Create a sustainable business model that may be used for other OTB locations.

Extend The Hoosier Park Brand to Downtown Indy

- Provide a quality experience that introduces customers to the Hoosier Park brand.
- Create an alternate entertainment and dining venue for Hoosier Park's existing customers.
- Provide a venue for off-site Hoosier Park events.



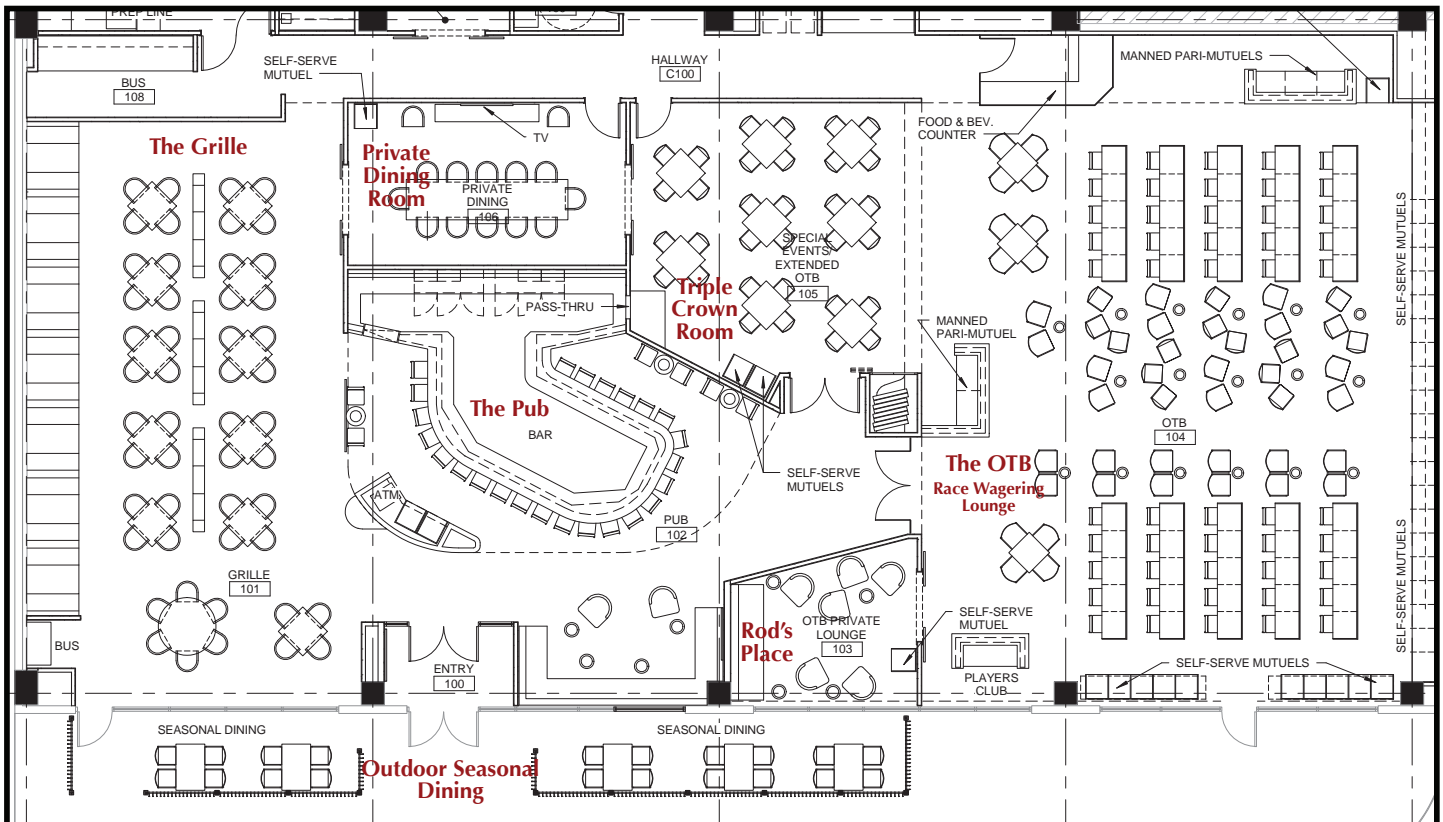
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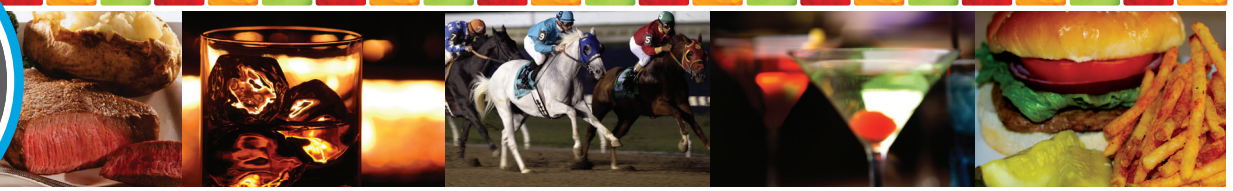
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Project Description

Appealing to a broad base of customers, Hoosier Park's Winner's Circle will beckon guests with its inviting street presence. Once inside, guests will be drawn through the facility by the multi-faceted and interactive points of interest set in an up-scale, fun and visually interactive environment. From the grille room, illustrating the beauty and intensity of horse racing and featuring an inspired American cuisine-based menu; to the exciting, 21st Century Pub with a one-of-a-kind lighted bar as a centerpiece; to the state-of-the-art Las Vegas-style race wagering lounge; the Winner's Circle will bring a new & unique dimension in dining and entertainment to Downtown Indianapolis.

Project Floor Plan



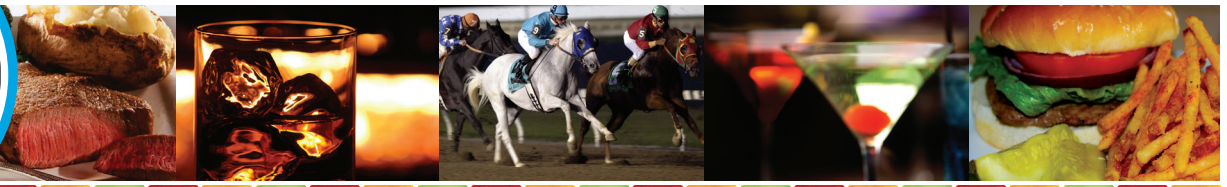


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THE WINNER'S CIRCLE PROJECT

Hours of Operation

	All Open	Pub Closes	Grille Closes	OTB Closes
Monday	11 am	12 am	10 pm	11 pm
Tuesday	11 am	12 am	10 pm	11 pm
Wednesday	11 am	12 am	10 pm	11 pm
Thursday	11 am	12 am	10 pm	11 pm
Friday	11 am	1 am	11 pm	12 am
Saturday	11 am	1 am	11 pm	12 am
Sunday	12 pm	12 am	10 pm	11 pm

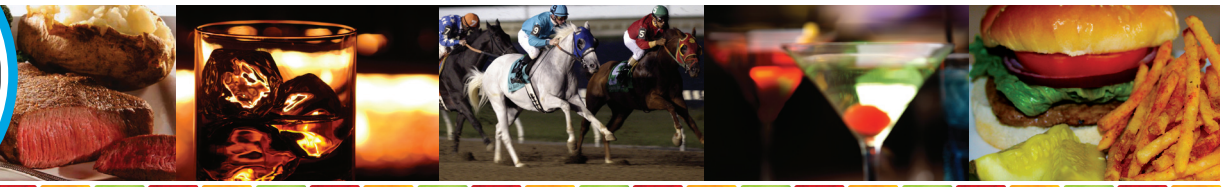


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Products, Services and Amenities

- Dynamic, Fun and Interactive Atmosphere
- Grille Room featuring Inspired American cuisine
- Visually Stimulating and Comfortable Pub featuring Bar and Lounge Seating, Race Wagering, Sports Viewing, Pub Menu, 12 Tap Beers, Freshly Squeezed Juice Drinks and Winner's Circle Signature Cocktails
- Non-smoking Pub & Grille
- State-of-the-Art Las Vegas-Style Race Wagering Lounge featuring over 40 Flat Screen TV's, Racing from All Major U.S. Tracks and Food & Beverage Services
- Private Dining Room featuring Seating for up to 16 with Personalized Menus and Service Available
- Special Events 'Triple Crown' Room, Ideal for Parties, Meetings, Private Dinners and Receptions
- Rod's Place' Private Lounge Featuring Race Wagering with a Personal Touch Including Menu,
- Cigar & Bottle Service
- Seasonal Outdoor Dining
- Valet & Covered Self-Parking
- Express Lunch Buffet (Coming Soon)

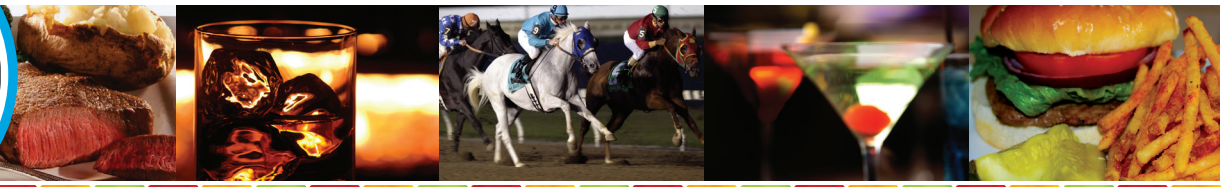


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THE WINNER'S CIRCLE PROJECT

Winner's Circle Facts

- Total Winner's Circle Sq. Ft = Approximately 12,000
(4,000 Offices & Kitchen/8,000 Pub, Grille & OTB)
- Team Members = 100 (added an additional 40 team members from previous OTB location)
- Total Winner's Circle HDTVs = Approximately 105
- Simulcast Race Tracks = 25 average each day from around the U.S.
- Total Winner's Circle Seating capacity = 325 total / 427 total occupancy
- Grille Seating = 95
- Outdoor Seasonal Dining Seating = 20
- Pub Seating = 27
- Lounge/Pub Standing = 20
- Rod's Place Seating = 14
- Race Wagering Lounge Seating = 110
- Triple Crown Room Seating = 50
- Private Dining Seating = 16
- More than a \$3 million investment



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WINNER'S CIRCLE IN THE NEWS

The Herald Bulletin
December 10, 2011
New Hoosier OTB site in Indy set to open
By Abbey Doyle, The Herald Bulletin

INDIANAPOLIS — Hoosier Park Racing and Casino officials are banking on their new off-track betting facility in downtown Indianapolis to introduce a whole new generation to horse racing and wagering. Winner's Circle Pub, Grille and OTB will open Thursday in the heart of downtown.

Hoosier Park Chief Operating Officer Jim Brown said the racing industry has been a decline in the past several years so this new facility will

provide a great opportunity to revitalize interest in racing and attract new customers who may want to do more than go to a race track.

The Winner's Circle will give guests the opportunity to lounge and enjoy a wonderful dinner, great drinks in an upscale yet comfortable atmosphere.

"I think it is a neat boutique Hoosier Park without the gaming," Brown said.

The facility not only will help generate a revived interest in racing, but he hopes it will create even more buzz for Anderson's Hoosier Park.

"Most important to our community here, 18 million people visit Indianapolis every year and that doesn't include downtown workers and

residents," Brown said. "The Winner's Circle creates a beautiful front door for first exposure to Hoosier Park. And by presenting a beautiful

facility with great food, state of the art pub and a great race wagering lounge, it will make a visit to Hoosier Park even more appealing to those potential customers. And it gives our existing customers another Hoosier Park facility to visit when they are in downtown Indy."

The facility is being billed as state-of-the art filled with what Winner's Circle General Manager Tony Renz called "wow factors."

One of those wows can be seen from about four blocks away — the Winner's Circle sign in front of the Pennsylvania Street location is 14 feet tall and extends out 8 feet. Also outside, the windows into the wagering section of Winner's Circle will feature illuminated art.

"We want people to walk by and go, 'Wow,'" Renz said. "We want to grab people's attention and bring them inside."

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WINNER'S CIRCLE IN THE NEWS

(New Hoosier OTB site in Indy set to open - continued from previous page)

A television wall in the pub will consist of four 65-inch televisions mounted together vertical. There are more than 100 televisions inside featuring horse racing and sports. The pub will also allow race wagering introducing a new generation to horse racing, he said.

The bar features fresh squeezed juices, 12 different beers on tap including several local brews and house and premium liquor.

Right off the bar in one direction is the Race Wagering Lounge and the other is the restaurant. Behind the bar is both a private dining room that seats 14 and Triple Crown Room that can be used as overflow from the wagering lounge or can be rented out for other purposes.

Renz and Brown both described the wagering lounge as Las Vegas style. A wall covered in televisions is on one end and the other has a hand painted harness racing mural and a manned betting station. In the middle of the room are rows of carrels — personal betting stations. There are self-wagering stations throughout allowing wagering everywhere in the facility but in the restaurant.

The OTB section features seating for those experienced and dedicated to horse racing and then lounge seating for those who just want to observe or try their hand at a bet or two, Renz said. Off of this area is the reservation-only Rod's lounge, named after Hoosier Park CEO Rod Ratcliff.

The Triple Crown Room features another hand-painted mural, this one with thoroughbred horses. Both that room and the private dining room feature a variety of seating options and can be used for private parties, board meetings, wedding receptions or other events. Horse racing can be seen on televisions in these rooms and wagering is also available in the areas.

"It is so exciting," Renz said of the opening of the new facility.

The facility will be an extension of Hoosier Park and those that have come to know and love Anderson's casino and race track will find themselves at home at Winner's Circle, Brown said.

The Grille features a lunch and dinner menu. Everything, Renz stressed, is fresh and made from scratch. The facility doesn't even have a walk-in freezer.

Menu items include flatbread pizzas, filets, rib eye steak, fresh seafood, shrimp and grits, smoked chicken wings, ahi tuna, sandwiches, salads and desserts. Food can be ordered in any part of the facility.

"This is something that has been a pet project of mine for 18 months now," Brown said. "Seeing this facility — which is a redefinition of an

off-track betting facility — going from an idea to reality has exceeded any expectation I had. We are days away from opening now and the Winner's Circle is in place. I honestly believe our existing and new customers are going to love it. If you are an adult, there is something for everyone."