



**LOUISVILLE, KENTUCKY, November 8, 2010**— Affirming the record-breaking success of last season’s Dubai racing simulcasts throughout North and South America, Kentucky-based AmWest Entertainment has been selected as the Dubai Racing Club’s partner for an expanded program in the 2010-’11 season.

AmWest will distribute the Dubai racing signal and oversee simulcast wagering on nine programs from spectacular Meydan Racecourse that will comprise the Dubai Racing Club’s Winter Meet and Spring Meet. The first Winter Meet program will be conducted on November 11, and the final Spring Meet program will be on March 5.

In addition, AmWest will offer the ten exciting days of the Dubai International Racing Carnival that begins on January 13 and extends through March 10. The Dubai season will be crowned by the richest racing program on the globe, the \$26-million Dubai World Cup event that spans seven superlative races on March 26, and AmWest will again provide all the action.

With large fields and formful results, Dubai racing offers players exceptional opportunities for value. The Dubai Winter and Spring Meet dates also will provide clear insights as to how the Meydan-based horses are preparing for the rich Carnival races that begin in January and feature international runners from every continent.

“Because of the growing interest in Dubai racing during the Carnival last season, the Dubai Racing Club has asked us to expand the simulcasts we carry throughout North and South America as well as in the Caribbean,” said Nelson Clemmens, AmWest Entertainment chief executive officer. “As players take advantage of the chance to become familiar with horses competing at the Winter and Spring meets, they will have a leg up on the Carnival wagering competition. The full fields and outstanding racing that was true to form with the Carnival and World Cup last season demonstrated much better than average payoffs, so we are very pleased to offer more Dubai racing this season.”

First post for the initial Winter Meet program on November 11 will be at 10:15 a.m. EST. Other Winter Meet programs will be held on November 25, December 2, December 9, December 16 and December 30. The Spring Meet dates are January 6, February 5 and March 5.

***For more information, contact AmWest Entertainment, 502-292-1075***

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*North America’s most innovative simulcast provider, AmWest Entertainment is committed to Thoroughbred racing around the world and to delivering the best of the sport to our customers.*

