



OCALA BREEDERS' SALES COMPANY

P.O. Box 99 Ocala, FL 34478 (352) 237-2154 Fax: (352) 237-3566 E-mail: obs@obssales.com Website: obssales.com

September 13, 2012

OBS --The best choice for selling Two-Year-Olds

Ocala Breeders' Sales Company had banner years in 2011 and 2012, led by OBS Juvenile sales. Accounting for over half of all two-year-olds sold in 2012, OBS is firmly entrenched as the Juvenile market leader. The advertising line, "The Source for Two-Year-Olds" is no longer a slogan, but just plain fact. OBS Two-Year-Old gross sales totaled \$59 million in 2011 and \$69 million in 2012, more than all other two-year-old sales combined. **Simply put, OBS sells more two-year-olds for more money than any other sales company in the world.**

At the racetrack, OBS two-year-old sale graduates continue to lead the pack with stars like 2011 Eclipse award and Breeders' Cup winner **Musical Romance**, Breeders' Cup Juvenile Fillies Turf winner **Stephanie's Kitten**, Breeders' Cup Juvenile Sprint champ **Secret Circle**, and of course Kentucky Derby and Preakness winner **I'll Have Another**.

OBS --The Market Leader in 2012

- Over \$69 million in gross sales.
- 54% of the juvenile sales market, up 7% over 2011
- Buyback rate of only 18%, lowest in the industry
- 116 buyers purchased 182 horses that sold for at least \$100,000
- 49 buyers purchased 66 horses that sold for at least \$200,000
- Safetrack: "Since the installation of Safetrack OBS increasingly defines the U.S. 2-year-old market.." – Bill Oppenheim TDN 7/4/12

OBS March -- Selected Sale Strength

- In 2012, OBS March enjoyed the highest percent increase in average (32%) and median (43%) of any selected sale.
- Attracting top tier buyers. Of the top 100 two-year-old buyers listed by The Blood-Horse, 24 made their selected sale purchases ONLY at OBS March.
- Quantity to attract all levels of buyers. "...the main effect on auction houses has been the significant leap in market share enjoyed by OBS March...now up to 48%."-The MarketWatch, May 2012.
- \$800,000 Sale Topper
- 93 horses sold for at least \$100,000

Why “They” Buy at OBS

OBS Two-Year-Old graduates win at the highest levels

<u>2012 North America (as of 9/5)</u>	<u>OBS</u>	<u>All Other 2YO Sales</u>
Graded Stakes Wins	33	18
Graded Stakes Winners	24	13
Del Mar 2yo MSW winners	10	3
Breeders’ Cup Wins (2011)	3	1

Simple as 1-2-3 (2011/2012 Racing Year through September 5, 2012)

Over ONE Stake a Day 652 Stakes Races • 346 Stakes Horses

Over TWO Graded Stakes each Week 201 Graded Races • 121 Graded Horses • 54 Grade One Races

Nearly THREE Stakes Wins each Week 247 Stakes Wins • 76 Graded Stakes Wins • 150 Stakes Winners

23 Grade 1 Wins

Apple Blossom	Hopeful	Ruffian
Ballerina	Kentucky Derby	Santa Anita Derby
BC F & M Sprint	Kentucky Oaks (2011/12)	Santa Anita Oaks
Darley Alcibiades	Oak Leaf	Triple Bend
Del Mar Debutante (2011/12)	Personal Ensign	United Nations
Del Mar Futurity	Preakness	Vanity
Hollywood Derby	Princess Rooney	Vosburgh

Nominations for the 2013 OBS March Selected Two-Year-Old Sale **close October 12, 2012**. Please complete your nominations promptly to facilitate the inspection process. While additions and changes may be made after the deadline, timely and accurate entries are appreciated.

2013 OBS TWO-YEAR-OLD SALE CALENDAR

MARCH SELECTED SALE OF TWO-YEAR-OLDS IN TRAINING

March 12 - 13
Under Tack: March 7 - 8

APRIL SALE OF TWO-YEAR-OLDS IN TRAINING (closes 2/1/2013) (please note change to entry preference below)

April 22 - 25
Under Tack: April 16 - 19

JUNE SALE OF TWO-YEAR-OLDS & HORSES OF RACING AGE (closes 4/5/2013)

June 18 - 19
Under Tack: June 14 – 16 (additional day may be added based on entries)

Like last year, 2013 April Sale horses will be accepted based on previous sales price, pedigree, and sire averages at the sole discretion of OBS. The catalog will be limited to 1,200 horses. The entry fee will be \$500 with a minimum commission of \$1,000.

OBS appreciates your support and we look forward to discussing the placement of your Two-Year-Olds. As always, your input is important as we strive to present your horses in the most appropriate sale to highlight their ability and maximize their sales price. With sale topping prices of \$800,000 (March 2012), \$650,000 (April 2012) and \$350,000 (June 2012), quality horses attract attention of top buyers at all OBS Two-Year-Old Sales.