



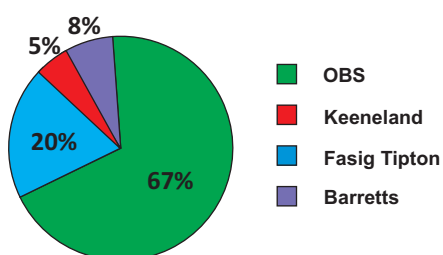
Ocala Breeders' Sales Company

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The Two Year Old Source

Ocala Breeders' Sales Company enjoyed a record breaking year in 2014 led by our outstanding juvenile sales season. March, April and June established sales records in number sold, gross sales and median. Simply put, OBS sells more two year olds for more money than any other sales company in the world. The March Sale saw three horses sell for over one million dollars, more than any other juvenile sale in 2014. The April sale established records for gross, average and median while the June sale continued unprecedented growth, selling more horses than any other time in its history.

Percentage of 2YO Market
Gross Sales 2014

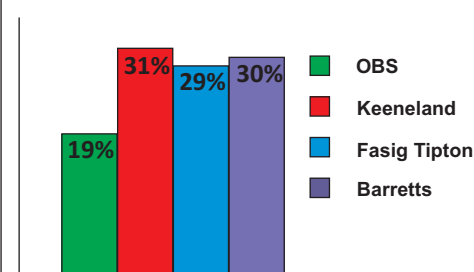


In The Sales Ring

"OBS is the real 2-year-old market in North America now; the rest are all boutique sales."

-Bill Oppenheim, TDN 3/12/14

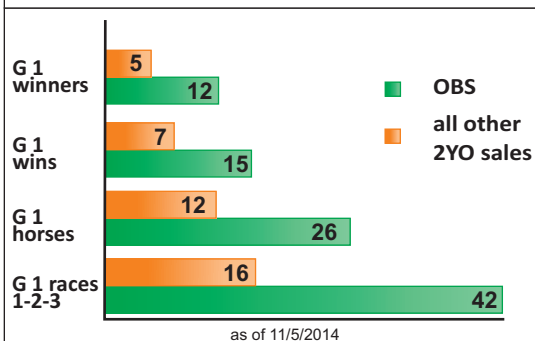
2YO Sales RNA %
2014



- 183 buyers purchased 343 horses for at least \$100,000
- 74 buyers purchased 122 horses for at least \$200,000

- Buyers represented 42 states and 17 countries
- Sold the three highest priced two year olds in North America in 2014. (two for \$1.6 million and one for \$1.3 million)

2014 North American Graded Stakes

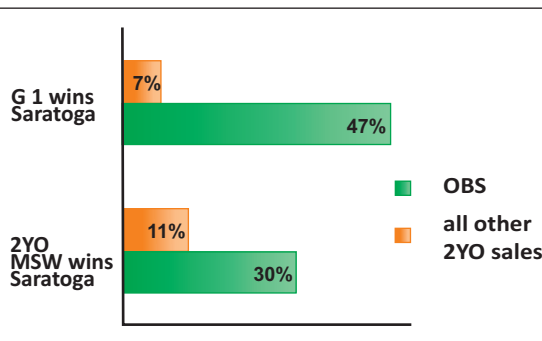


On The Track

Not only do OBS two year olds shine in the auction ring, but more importantly they display their talent on the track.

In 2014, OBS grads took Saratoga by storm, dominating the Grade 1 racing slate, while also blitzing the two year old maiden races.

Sparkling at the Spa



2014 Grade 1 Winners

Carpe Diem
Dance With Fate
Declassify

Fashion Plate
Goldencents
Itsmyluckyday

Palace
Stephanie's Kitten
Stopchargingmaria

The Big Beast
Tom's Tribute
V. E. Day

2014 Grade 1 Wins

Alabama
Alfred G. Vanderbilt
Blue Grass
Breeders' Cup Mile

Breeders' Futurity
CCA Oaks
Eddie Read
Flower Bowl

Forego
King's Bishop
Las Virgenes
Santa Anita Oaks

Triple Bend
Travers
Woodward

What's new in 2015

The March Sale of Two Year Olds in Training will kick off the Ocala Breeders' Sales Company's 2015 two year old sale schedule on March 17 with a new open-style format designed to provide buyers with an expanded selection of horses, adding a third day to the sale.

"The evolution of the juvenile market is telling us that buyers prefer a larger and more varied sample than they have in the past," said OBS sales director Tod Wojciechowski. "We plan to monitor our entries so as to blend our usual March sale offerings with an additional group of precocious, athletic horses. The results of the past few sale seasons prove that buyers are responding to the quantity as well as quality."

Other changes for the 2015 two year old season include expanded breeze shows for April and June, first utilized during the 2014 June sale.

"Both consignors and buyers were pleased with the extended under tack shows we began last June," said OBS board Chairman Mike O'Farrell. "Shorter sessions allow for flexibility to react to inclement weather, level the playing field for consignors, and give buyers more time to inspect horses."

March Guidelines

- Entry fee \$600. Minimum commission \$1,500.
- **Entries close December 15th. No nominations.** OBS will monitor entries and may elect to inspect individual horses.
- Consignors should enter horses that are selected quality, as well as those that have advanced well in their training with outstanding conformation.
- The goal is to catalog approximately 750 horses.

April Guidelines

- Entry fee \$600. Minimum commission \$1,000.
- **Entries close February 2nd, 2015.** The catalog will be limited to 1,200 horses. OBS will again use multiple criteria to determine accepted entries which includes, but is not limited to, sire averages, pedigree and sale history. Please remember, **criteria is based on horses entered and is not predetermined.**
- All entries MUST be accompanied by either foal registration papers or an entry fee, or will receive a lower entry priority.
- Horses entered in other sales will receive a lower entry priority.
- The under tack show for April will be held over six days. Horses will be sold over four days.

June Guidelines

- Entry fee \$500. Minimum commission \$500.
- **Entries close April 3rd, 2015.**
- Any horses excluded from the April sale will be guaranteed entry to the June sale.
- All entries MUST be accompanied by either foal registration papers or entry fee.
- The under tack show for June will be an expanded format.

What they are saying...

"I'm all for it. I think it will benefit both buyers and consignors...some buyers have been skipping March because they felt they couldn't make their budgets work. Now they'll be back."

- Greg Gilchrist

"I love the idea of more horses. I have clients that stayed away from March because they didn't think they could buy a horse. This year, they will be shopping March."

- Peter Miller

"I haven't come to March the last few years. I liked it when the catalog was bigger. Looks like I'm coming back to March."

- Michael Machowsky

"OBS is my favorite place to shop for two year olds, especially June...I focus on individuals and try not to get hung up on labels. A larger group of good individuals enhances any sale."

- Donato Lanni

"In recent years I haven't come to March. With the format change, I will be coming back."

- William Kaplan

"I'm excited to hear March is adding horses. This will definitely encourage me to be at the sale. I look forward to seeing the catalog!"

- Linda Rice

"The change in March will give mid-level buyers a chance to shop earlier in the year."

- Nick Hines

"I always like buying at OBS. They should be the poster child for horse sales. A bigger selection in March is better for everyone."

- Eddie Plesa

MARCH SALE OF TWO YEAR OLDS IN TRAINING

March 17 – 19, 2015 • Under Tack: March 11 -13 (Wednesday - Friday) 8:00 AM
(Closing December 15, 2014)

SPRING SALE OF TWO YEAR OLDS IN TRAINING

April 21 - 24, 2015 • Under Tack: April 13 -18 (Monday - Saturday) 8:00 AM
(Closing February 2, 2015)

JUNE TWO YEAR OLDS & HORSES OF RACING AGE

June 16 - 19, 2015 • Under Tack: June 8 -13 (Monday – Saturday) 7:30 AM
(Closing April 3, 2015)