



**NBC TO TELEVISION THE SECOND ANNUAL RUNNING OF THE
WORLD'S RICHEST HORSE RACE -- THE \$16 MILLION PEGASUS
WORLD CUP INVITATIONAL -- IN JANUARY 2018**

**NBC Partners with The Stronach Group for
The Pegasus World Cup Invitational**

**NBC Sports Group, the Home of Horse Racing, Renews Another
Premium Property for Portfolio Which Features Exclusive Triple
Crown & Breeders' Cup Rights, Royal Ascot, and Dubai World Cup
NBC's Live Coverage of The Pegasus World Cup Invitational Will Be
Streamed on NBCSports.com & the NBC Sports app**

STAMFORD, Conn. – May 22nd, 2017 – NBC Sports Group has reached an agreement with The Stronach Group for exclusive United States media rights to the second annual running of the record-setting \$16 Million USD Pegasus World Cup Invitational on January 27th, 2018. The world's richest thoroughbred horse race will return to The Stronach Group's Gulfstream Park in Hallandale Beach, Florida,

Following the success of the 2017 inaugural running of the Pegasus World Cup Invitational, The Stronach Group will contribute \$4 million USD to enhance the purse from \$12 million USD to an unprecedented \$16 million USD. The enhanced purse reflects The Stronach Group's ongoing commitment to modernizing and elevating the sport of horse racing for the next generation of fans, while providing lucrative opportunities for both domestic and international thoroughbred owners.

NBC will air a live 90-minute telecast from Gulfstream Park on Saturday, January 27th, 2018. All coverage will be streamed live on NBCSports.com and the NBC Sports app - NBC Sports Group's live streaming product for mobile devices, tablets, and connected TVs.

"The Stronach Group is thrilled to be partnering with NBC to bring the 2018 Pegasus World Cup Invitational to fans across The United States," said Belinda Stronach, Chairman and President, The Stronach Group. "We believe NBC delivers North America's best horse racing content and we look forward to collaborating to showcase this unforgettable entertainment experience."

"We are excited to partner with The Stronach Group to kick off our 2018 horse racing coverage with the second running of the world's richest race," said Jon Miller, President of Programming for NBC Sports Group. "Arrogate's dominant victory in the inaugural race this past January was thrilling for those watching in person at Gulfstream and on the NBC telecast."

The innovative Pegasus World Cup Invitational is contested at 1 1/8 miles on the dirt and is restricted to twelve horses. The Stronach Group has reserved spots for twelve stakeholders at the starting gate for \$1 million USD. Stakeholders may race, lease, share a starter, or sell their place in the gate with the first place winner earning \$7 million USD.

Follow all of the excitement and details of the Pegasus World Cup Invitational at pegasusworldcup.com and on Facebook, Twitter and Instagram @pegasusworldcup.

Wagering on The Pegasus World Cup Invitational can be done through Xpressbet.com.

--NBC SPORTS GROUP--

NBC SPORTS GROUP AND HORSE RACING: NBC Sports Group is the exclusive home to the most important and prestigious events in horse racing, including the Triple Crown and the Breeders' Cup. Also in 2017, NBC Sports Group televised the world's richest horse race (the \$12 million Pegasus World Cup Invitational) and the \$10 million Dubai World Cup, and in June will present the Epsom Derby and the Royal Ascot meet. NBC has been the exclusive home of the Kentucky Derby and the Preakness Stakes since 2001, and the Belmont Stakes since 2011, when NBC Sports Group reassembled the Triple Crown. The 2017 Kentucky Derby posted a Total Audience Delivery (TAD) average of 16.5 million viewers across NBC and NBC Sports Digital platforms – marking the largest Kentucky Derby audience since 1989. Click [here](#) for more information.

THE STRONACH GROUP:

The Stronach Group is an industry leader in world-class horse racing, entertainment and pari-mutuel wagering technology. Within our portfolio of racing and gaming businesses, the Company holds some of the greatest brands in the industry including; Santa Anita Park, "The Great Race Place"; Pimlico Race Course, home of the legendary Preakness Stakes; Gulfstream Park, one of Florida's newest entertainment destination centers, and home to the \$16-million Pegasus World Cup Invitational, the world's richest thoroughbred horse race; Laurel Park; Golden Gate Fields; Portland Meadows; and Rosecroft Raceway. TSG is an industry leader in pari-mutuel technology through its subsidiaries AmTote and Xpressbet and is a major distributor of horse racing content to a global audience through Monarch Content Management. The award winning Adena Springs is the breeding and training facility of The Stronach Group with stables in Kentucky, Florida and Ontario. For more on The Stronach Group, visit www.stronachgroup.com.

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