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KENTUCKY 138 DERBY

May 4-5th, 2012

There is no doubt that sports events like the Super Bowl and World Series can boast of rich and colorful histories, but neither can match the Kentucky Derby, which will be renewed for the 136th time at Churchill Downs in Louisville on May 5, 2012.

One of the oldest continuously-held sporting events in the world, the Run for the Roses was first contested back in 1875. Aristides was the winner that day in front of a crowd of about 10,000 Kentucky Derby ticket holders. For the 2012 Kentucky Derby, that number will be more like 150,000!



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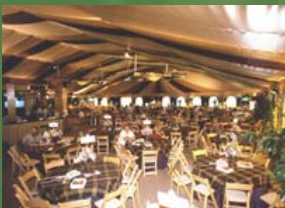


What We Do

EB Corporate is the premier corporate hospitality firm specializing in high-end client entertainment. While enjoying the popularity and excitement of sports, our clients and their customers experience an elite atmosphere complimented with knowledgeable event staff professionals.

At **EB Corporate**, we identify and evaluate our clients' needs and expectations, then develop a sports-marketing initiative that accommodates budget and group size to produce events tailored to maximize satisfaction and return-on-investment.

EB Corporate's programs can offer great, hard to get seats, celebrity guests, haute cuisine catering, entrance into the most exclusive parties, eye-opening and classy corporate gifts, whatever is necessary to ensure your clients receive the most memorable experience possible. We strive to be your one-stop solution to all of your hospitality needs.



Our clients successfully utilize our corporate hospitality programs to achieve the following benefits of entertainment:

- **Inspiring loyalty** and cementing relationships with their most key or strategic clients by investing quality face to face time
- **Securing new business** within a controlled, captive environment
- Increasing sales through incentive or reward programs for both internal staff and distributor networks
- **Providing a controlled environment** for product launches or demonstrations
- **Building your company's image** and keeping ahead of your competitors in client entertainment
- Your clients are your only **constant source of revenue**, and these sporting events will help to make revenue constant and reliable
- Driving sales through **Targeted Networking**

How We Do It

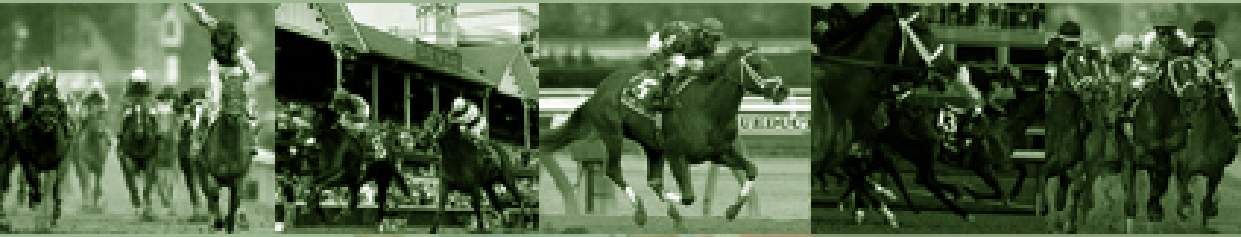
Composed of an elite and experienced group of event specialists, **EB Corporate** utilizes its industry knowledge in travel and destination management, along with corporate hospitality expertise to offer the most complete, value-packed entertainment packages possible. We go above and beyond what the typical hospitality company will provide.

EB Corporate works as a cohesive unit with our clients to create a memorable experience allowing them to focus on their guests' expectations while we take care of the details. In turn, our clients develop lasting relationships with their guests that build customer trust, increase profits and develop business growth.

The staff at **EB Corporate** has produced events for numerous national and regional companies. These programs range from The Super Bowl, NASCAR Races, The NCAA Final Four, U.S. Open Tennis, U.S. Open Golf, Ryder Cup and Formula One racing. **EB Corporate** customizes every facet of your program to meet your needs. So whether your group size is 2 or 2,000, we can easily accommodate your clients.

In addition to our core services, our experienced on-site staff is ready to provide the highest quality care at all event locations including assisting with group ground transfers and hotel check-ins.

EB Corporate travel-agency affiliates work as strong team members in our sales and marketing network to assist with our customers' program design including chartering flights.



Client Satisfaction

Our commitment to your satisfaction exceeds that of all other corporate hospitality organizations. We provide hands-on care for your program from start to finish. **EB Corporate's** main goal is for our clients to be able to dazzle their guests at once-in-a-lifetime experiences and have a guaranteed assurance that their corporate needs are fully met. Our programs are designed to drive measurable business successes and build better partner relationships.



Excellence and Innovation

Our organization puts an unequaled emphasis on client satisfaction. To this end, we pride ourselves not only on our efforts leading up to and during event dates but also after the completion of our events. We are accountable for your most crucial customer relationships; we understand the magnitude of this. This is why we settle for nothing less than complete satisfaction.



In today's hyper-competitive and dynamic marketplace, we evolve and adapt with your company to ensure that all of your events continually meet and exceed your requirements. **EB Corporate** combines traditional elements with innovative and exciting new concepts in a program designed to the highest industry standards.

Quality of Product

We utilize our event management skills, hospitality experience and travel connections and combine it with unparalleled professionalism, high performance standards and integrity to ensure that you receive maximum value from your sports-entertainment investment.

"Thank you for all your hard work. My clients had an incredible time!"

Johnson & Johnson

"The ticket locations could not have been better!"

Caterpillar

"Please extend my thanks to all who worked so many extra hours to ensure that all the details were handled so well."

Bayer

"Great service and great price! You have our business forever!"

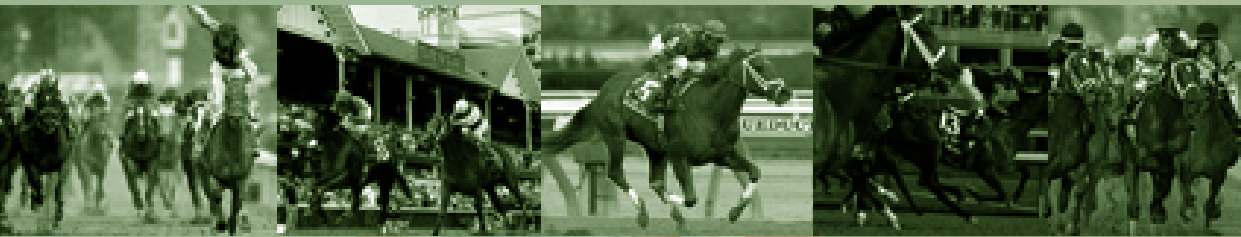
GE Capital

"You are the best...Service above and beyond the call of duty!"

Oracle

SUCCESS STORIES





2012 KENTUCKY DERBY—May 4-5, 2012

PACKAGE INCLUSIONS

- Exclusive Luxury Suite Pass for The Kentucky Derby (Sunday)
- Exclusive Luxury Suite Pass for The Kentucky Oaks (Saturday)
- HD Televisions, Private Tables, Indoor / Outdoor Raised and Covered Seating
- Upgraded Menu and Top Shelf Bar (Both days)
- Betting Stations and Racing Cards
- On-Site Host and Event Management Staff
- Corporate Gift for each Client
- Parking

CUSTOMER SUPPORT *(As Needed)*

- Business Sessions and Private Receptions around the event
- Exclusive Kentucky Derby Celebrity Parties
- Shuttle and Limo Service (Hotel and Airport)
- Assistance with Accommodations (Luxury Hotels or Home Rentals)
- Advertising / Branding (Within Private Suite)
- Pre-Arranged Rounds of Golf

PLEASE CALL EB CORPORATE SALES FOR PRICING AND AVAILABILITY AT (404)388-0537.



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