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2010 Games Ticket Prices Lowered for Early Rounds in Special Promotion

Offer Available Through September 6th

FOR IMMEDIATE RELEASE

JULY 14, 2010

LEXINGTON, KY—71 days to Go— Select tickets for Dressage, Endurance, Eventing, Jumping and Reining competitions at the Alltech FEI World Equestrian Games are now available at with a 30 percent savings in a special promotion.

The reduced prices will be available in a limited time offer, starting at 10 a.m. EDT on July 15 and run through the Labor Day weekend, ending on September 6.

To view the promotional prices and purchase tickets, visit www.alltechfeigames.com/tickets, www.ticketmaster.com, call 1-888-934-2010, or visit your local Ticketmaster outlet.

Only early session tickets in the competitions listed and tickets for Endurance are offered at the special rate. No other tickets are included in this offer and there will be no refunds for previously purchased tickets.

In addition to viewing the world championships, all event tickets allow spectators to experience world-class food, shopping, music, the Equine Village, with world-renowned equine exhibitors, clinicians and demonstrations and the exciting, family-friendly EquiMania, as well as the Kentucky Experience Tourism exhibit and the Alltech Experience Pavilion.

For ticketing assistance and general information, call the Alltech FEI World Equestrian Games Information Center at 888-934-2010.

About the Alltech FEI World Equestrian Games

The Alltech FEI World Equestrian Games are the world championships of eight equestrian disciplines recognized by the Fédération Equestre Internationale (FEI). The Games are held every four years and this will be the first occurrence in the United States. Tickets to the 2010 Games are still available and can be purchased at www.alltechfeigames.com/tickets, at www.ticketmaster.com, through the Games Information Call Center at 1-888-934-2010, or at your local Ticketmaster outlet.

The Games will be broadcast on NBC Sports, which marks the largest commitment to network coverage of equestrian sport in U.S. television history. The 2010 Games are expected to have a statewide economic impact of \$167 million, and current sponsors include Alltech, Rolex, John Deere, Ariat International, Inc., Meydan, UK Healthcare and Kentucky Ale. For more information on the Alltech FEI World Equestrian Games please visit, www.alltechfeigames.com.

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