Contacts: Adam Wiener, adam@helloracefans.com
              Dana Byerly, dana@helloracefans.com

HELLO RACE FANS AD NETWORK LAUNCHES, BRINGING ADVERTISERS AND HORSE RACING CONTENT PROVIDERS TOGETHER

West Point Thoroughbreds and Breeders' Cup are charter advertisers

New York, NY, (May 26, 2009) – Hello Race Fans, a horse racing fan education site launching later this year, has formed the Hello Race Fans Ad Network, bringing together independent horse racing sites into a powerful advertising platform.

"Horse racing enthusiasts are always looking for ways to get more information on the game they love, and increasingly they are turning to the Internet," said Dana Byerly, co-founder of Hello Race Fans Inc., "It seemed like a logical step to tie the growing number of excellent independent sites together, making it easier for advertisers looking to reach those fans."

The Hello Race Fans Ad Network will share revenue with its network participants, which include blogs, forums, news aggregators and stable sites. "As an independent publisher, my site will benefit from the stronger negotiating position brought by the Hello Race Fans Ad Network, leaving me more time to focus on creating content," says Teresa Genaro of Brooklyn Backstretch.

A portion of revenues generated by the Hello Race Fans Ad Network will fund the creation of the fan education site. Peter Rotondo, VP of Media and Entertainment for the Breeders' Cup remarked, "The creation of the Hello Race Fans Ad Network is an excellent first step in raising the needed dollars to fund and develop a fan education site. A fresh fan education site by passionate creators is exactly what's needed to grow our sport."

Hello Race Fans is working closely with Adify, the premier vertical ad network management and media services company, to deliver the service. "While publishers have the freedom to determine how to monetize their sites, they can leverage the Hello Race Fans Network to be the backbone of their efforts," Byerly explained.

Hello Race Fans will also be donating ad space to racing 501(c)(3)s. Byerly noted, "We want to make it easy for people to find and help the organizations that work so hard on behalf of the industry."

"ReRun is very grateful to Hello Race Fans for offering us free advertising space in their ad network," said Christine Orman, Resource Development Manager for ReRun. "It's a wonderful way for us to gain more exposure and support, but also to inform race fans about the great work that many organizations around the country are doing to care for racehorses when their careers on the track are over. We are happy to be an inaugural part of such an innovative and forward-thinking initiative."

About Hello Race Fans, Inc

Hello Race Fans, Inc. was founded in 2008 with the goal of providing horse racing enthusiasts at all levels, from potential fans to regular players, an easy way to engage with and learn about horse racing. Launching in 2009, the Hello Race Fans website will provide articles about all aspects of racing from history to handicapping.

Using the premise that fans and players can learn as much from each other as they can from experts, the site's content will come from some of the best independent racing writers and bloggers, including co-founders, Dana Byerly and Adam Wiener.

Hello Race Fans has also brought together many prominent independent horse racing sites to form the Hello Race Fans Ad Network. This allows easy access for advertisers to reach this valuable audience while providing another way for independent content creators to monetize their work.

Byerly, a respected and well-read author of Green but Game (www.greenbutgame.org), spoke about digital strategies as an invited guest at the 2008 NTRA Marketing Summit and has designed and built successful web-based products for companies such as Citibank, MTV Interactive and CBS News. Wiener, a digital media veteran who has built and operated several successful online advertising networks, has held senior executive positions with NBC Universal and CBS News.

More information is available at helloracefans.com.