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For Immediate Release

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NICHOLASVILLE, Ky. — If you've ever imagined immersing yourself in the beauty of the Horse Capital of the World while dining or sipping your favorite beverage, you now have a rare opportunity to do just that. Taylor Made Farm, once the home of Triple Crown and Breeders' Cup winner American Pharoah and now the home of newly retired California Chrome, two-time Horse of the Year and earner of \$14 million, is now accepting private events.

Located in the lush Kentucky Bluegrass, the 1,100-acre farm is giving guests a behind-the-scenes equine experience. The family-owned farm breeds, raises and consigns Thoroughbred stallions, mares, foals and yearlings for horse owners and trainers from around the world.

"We're excited to host events and offer more people an insider's view of how a Thoroughbred farm operates," said Taylor Made President & CEO Duncan Taylor. "People want to experience the beauty of the horse and our unique landscape. There's been so much demand that we finally decided it was time to share our farm in this way. "

VisitLEX, Lexington's Convention and Visitor's Center, confirmed the high degree of interest in a Thoroughbred farm event venue.

"We have wonderful hotels and meeting spaces for corporations and other groups planning events in Central Kentucky. But it was always disappointing to tell event managers we could not accommodate them with a farm for their dinner, reception or other event," said VisitLEX Vice President of Sales & Services Marci Krueger-Sidebottom. "With the addition of Taylor Made, we can offer conventions a venue they will find nowhere else in the world."

Taylor Made partnered with local destination management company Destination Bluegrass, Inc. to schedule and manage arrangements with event sponsors. The company helped Taylor Made create four package options named for famous stakes winners that will fit well for any private or corporate event.

"We've planned and managed events for companies and associations of all sizes all over the world. Using that experience, we developed packages that groups can use as the starting point for their events. We will help them customize everything from there," said Destination Bluegrass CEO Karla Stahlman.

The California Chrome Event Package is set within the atmosphere of the Stallion Complex, where California Chrome retired in January as the highest winning Thoroughbred in North American history (\$14,752,650 in winnings). The Complex area is perfect for private dinners or fundraiser events and overlooks the Taylor Made Farm paddocks.

The American Pharoah Package highlights the past champions raised at Taylor Made. This space is located where numerous Breeders' Cup Champions and the most recent Triple Crown Winner, American Pharoah, have grazed. A grand, tree-lined entrance welcomes guests who are free to explore barns, show areas and scenic bluegrass pastures.

The Havre De Grace Package is inspired by the 5-year-old mare that set a new record when she sold for \$10 million in 2012. This venue features the historic round pin at Taylor Made Farm, where the unique training facility has helped numerous champions get their starts in the racing world. Leave your guests astounded when they gaze across expansive views of the pastures where the yearlings romp and play.

Last but not least, experience the home of million dollar horses and foals with The Ashado Event Package, named after the seven-time Grade 1 winner. This package is filled with heritage and natural beauty and lets guests embrace the heart of the Thoroughbred industry through its mares and foals. The barn accommodates plenty of options for guests.

Justin Thompson, Editor-in-chief of The Bourbon Review, praised the farm after he had an exclusive, advance opportunity to host his publication's annual Bourbon Shindig at Taylor Made.

"Our event at Taylor Made Farm can be described as nothing short of an absolute success. Their staff communicated clearly with us and was very helpful in accommodating set-up and tear-down. Their flexibility with what caterer we could work with was also a huge plus," said Thompson. "But the real reason we wanted to host our event at Taylor Made, was the picturesque

landscape that provided our guests a genuine Bluegrass experience. We plan on making Taylor Made our home for this event, for many years to come.”

A Taylor Made "Insider Presentation" offers insights from a farm representative and a farm tour is always an option. Additional package enhancements include bourbon and wine tastings, a meet & greet with a jockey or racing aficionado, photo opportunities with a famous race horse, VIP seating at the iconic Keeneland racecourse, access to prints from famed equine photographer, Tony Leonard and much more.

“We can't wait to share our farm and horsemanship with corporations and other organizations. We promise to deliver a unique and memorable experience,” said Taylor.

Several price points are available to accommodate most event types. For customized packages and more information about pricing, or to schedule your event, visit taylormadeadvantage.com/events, call 859-264-7822 or email info@DestinationBluegrass.net.

About Taylor Made

Taylor Made is an international leader in Thoroughbred breeding, boarding, and sales located in the heart of Kentucky's Bluegrass Region Taylor Made is owned and operated by the Taylor brothers (Duncan, Ben, Frank, and Mark) and a longtime friend Pat Payne. Their father, the late horseman Joseph Lannon Taylor mentored the brothers who began working on a horse farm as children. Today, several of the Taylor and Payne children are making an impact in the industry following in their father's footsteps Taylor Made is responsible for breeding, raising, boarding or selling many of the industry's most prominent Thoroughbreds for over 40 years. To date Taylor Made has sold over \$2 billion in Thoroughbred racehorses and has been the World's leading Thoroughbred consigner for 18 of the past 20 years. For more information, visit www.taylormadeadvantage.com.

About Destination Bluegrass

Destination Bluegrass is Lexington's first full-service destination management company (DMC). Its team brings a depth of local knowledge and offers a comprehensive range of event planning and management services customized to provide an authentic destination experience for event planners and clients. From the starting gate to the finish line, they make sure every event is a winner. For more information, visit destinationbluegrassnet.