



14th September 2010

Name
Address 1
Address 2
Postcode

Dear Name,

Racing United: Campaign for a Fair Levy

We are writing to give you more information about the campaign that is being launched this week that calls upon the Government and the Horserace Betting Levy Board to secure a fair return for Racing from the betting industry.

The launch of this public campaign is the latest step in pressing home Racing's case, a comprehensive case that is built on rigorous analysis, and which we have been advocating on behalf of the sport. Our objective is to secure what is right for the future of the whole sport, and the campaign is intended to leave no one in any doubt as to the strength of support for it across the whole of racing. The sport is speaking with one voice, and we are proud to have been entrusted with leading it. *Racing United: Campaign for a Fair Levy* has been put together by the courses (through the RCA), owners (through the ROA), breeders (through the TBA), jockeys (through the PJA), trainers (through the NTF) and stable staff (through NASS).

Racing has been, and continues to be, a major part of the sporting and cultural landscape. The horses, the people, the courses form a unique part of British life. Whilst all involved in Racing continue to work hard on making this great sport even more enthralling and entertaining, including considerable change and innovation, Racing has been badly let down by reduced Levy yields caused by failures over the last decade. This is clearly understood and accepted within Government.

The next few weeks and months are vitally important. In this period the Horserace Betting Levy Board will oversee the new process, in which we want to engage in serious dialogue with betting to agree the reforms that will deliver a fair return to Racing. The target is closing the loopholes that are causing the funding for British horseracing to drop by more than a third in two years from £115m in 2008 (£119m in real terms) to just £75m in 2010, and achieving what we believe, on the basis of expert financial and economic analysis, to be the right target range, £130-£150m. If, however, there is no agreement for whatever reason, the Government will determine the next Levy scheme and policies about the future of the Levy. Racing has worked for two years for a modern approach and change, all focused on this.

While continuing to enjoy gross wins of more than £1bn a year just from taking bets on British Racing, bookmakers have increasingly based their online and telephone businesses offshore and avoided paying the Levy; the major operators are exploiting betting shop threshold rules originally set up in a totally different competitive environment in part to benefit small independent bookmakers. And, on top of all this, betting exchanges have fundamentally changed the betting and Levy systems meaning they are not providing British Racing with a fair return. The fall in Levy yields is not down to recession. It is not an issue of Racing failing. We are in a competitive environment, and the sport is constantly innovating, but the single biggest issue factor in the Levy yield decline is structural issues that can now be addressed.

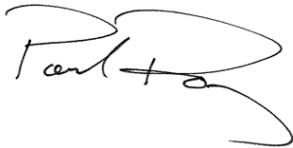
Nor is Racing's case about taking punters' money. This is about Racing and Racing people receiving a fair return from betting businesses.

We attach a copy of the Charter signed by all those who represent Racing's people and businesses, and who have been involved in creating our case and campaign. This sets out the case for Racing. Further information is available at www.racingunited.co.uk, while www.britishhorseracing.com/levy has the full background.

This is the whole sport's campaign and we and the leaders of each of the industry's representative bodies would urge you to get behind this.

If you would like more information about this campaign, or to show your support, then please do contact us at racingunited@britishhorseracing.com.

Yours sincerely,



Paul Roy
Chairman



Nic Coward
Chief Executive