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Contact: Derek Hughes
Licensing Partners International
(770) 799-3245 or dhughes@clc.com

ZOUIRE MARKETING GROUP SELECTED TO RUN ONLINE AND CATALOG PROGRAMS FOR CHURCHILL DOWNS INCORPORATED

ATLANTA, Ga. (September 29, 2005) - Licensing Partners International LLC (LPI), the licensing agency for Churchill Downs Incorporated (CDI) has contracted with Zouire Marketing Group to create and manage the online stores and printed catalogs for CDI's primary brands, including official Kentucky Derby and Kentucky Oaks licensed products.

Zouire will create an official Churchill Downs online marketplace, as well as a printed consumer catalog, and manage the sales for the direct-to-consumer channel. Officially licensed products bearing the Churchill Downs, Kentucky Derby and Kentucky Oaks brands will range from mint julep glasses to sportswear to artwork and collectibles.

"Our goals for the Kentucky Derby and the Kentucky Oaks are to expand the brands outside the core audience that attends the event at Churchill Downs," said Wesley Haynes, President of LPI. "We want to market the brand to horse racing enthusiasts around the world who want to share in the rich tradition of these great sporting events, and Zouire can help us do just that."

"We are excited about the opportunity to provide consumers across the country with Churchill Downs branded product," stated Kirk Kowalewski, Zouire's Senior Vice President of Sales and Marketing. "Our experience in leveraging the Internet and catalogs to generate brand awareness will allow us to build on the strength of the Churchill Downs brands to broaden the exposure for consumer products."

Zouire's clients include the United States Golf Association (USGA). They currently manage the Association's merchandise website and printed catalog, which offer USGA member and U.S. Open Golf merchandise to golf enthusiasts across the country.

Licensing Partners International LLC (LPI) specializes in the development and management of trademark licensing programs for some of the world's premier sports, recreation and corporate brands. Current LPI clients include the PGA TOUR, the World Golf Hall of Fame, the Indy Racing League (IRL), and the Canadian Football League (CFL) among others. LPI has offices in Florida, Toronto, Atlanta and the New York metropolitan area. LPI's sister company, The Collegiate Licensing Company (CLC), is the world's leading collegiate licensing agency, currently representing more than 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy, and the NCAA. To find out more about LPI, visit online at www.licensingpartnersintl.com.

Zouire Marketing Group, headquartered in Merriam, Kansas, a suburb of Kansas City, is a privately held, certified minority-owned marketing services organization specializing in integrated merchandise solutions for corporations and associations. These solutions include

printed or online catalogs, design and import of products, and incentive programs. Zouire's client list includes Bayer, MGM/Mirage properties, Michelin, Pizza Hut, Toyota, The United States Golf Association, and Wynn Casino. For more information, visit www.zouire.com.

Churchill Downs Incorporated, headquartered in Louisville, Ky., owns and operates world-renowned horse racing venues throughout the United States. The Company's racetracks, which are located in California, Florida, Illinois, Indiana, Kentucky and Louisiana, host 121 graded-stakes events and many of North America's most prestigious races, including the Kentucky Derby and Kentucky Oaks, Hollywood Gold Cup and Arlington Million. CDI racetracks have hosted nine Breeders' Cup World Thoroughbred Championships - more than any other North American racing company. CDI also owns off-track betting facilities and has interests in various television production, telecommunications and racing services companies that support CDI's network of simulcasting and racing operations. CDI trades on the Nasdaq National Market under the symbol CHDN and can be found on the Internet at www.churchilldownsincorporated.com.

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