



IMMEDIATE RELEASE

FOR INFORMATION CONTACT:

Andrea Duvall, Brown-Forman
502-774-6044
andrea_duvall@b-f.com

Woodford Reserve \$1,000 Mint Julep Cup Honors Equine Legend
Celebrating Secretariat, exclusive gold cups feature LeRoy Neiman's artwork

Louisville, Ky., April 14, 2008 – At the 2008 Kentucky Derby®, Churchill Downs® and Woodford Reserve bourbon will pay homage to one of horse racing's finest athletes, Secretariat, with a one-of-a-kind tribute – the world's most expensive mint julep cup. With precious jewels and the artwork of internationally-acclaimed sports artist LeRoy Neiman, the \$1,000 Mint Julep Cup is available only on May 3, 2008, Kentucky Derby Day. Proceeds from the cups will benefit The Secretariat Foundation which assists and supports various charities and causes within the thoroughbred racing community.

“To honor the 35th anniversary of Secretariat's record-setting victory in Kentucky Derby 99, we will offer a total of 99 cups for purchase or auction,” said Wayne Rose, brand director for Woodford Reserve. “We are proud to partner with such a renowned artist and look forward to raising money for The Secretariat Foundation.”

Not your standard julep, owners of the Woodford Reserve \$1,000 Mint Julep Cup will enjoy a selection of ingredients highlighting Secretariat's legacy and the heritage of the Kentucky Derby. The cocktail is made with the finest all-natural ingredients found in Kentucky: lush mint from Claiborne Farm in Paris, Ky. (the final home and resting place of Secretariat); ice made of limestone water from Woodford County, Ky., where thoroughbreds outnumber humans; a special selection of sugar made from naturally-grown sorghum created in Louisville by FB3 Development specifically for this cocktail; and a small batch of the Master Distiller's personal selection of Woodford Reserve bourbon.

Boardman Silversmiths based in Meriden, Conn., makers of the BorgWarner Indianapolis 500® replica trophies given annually to the winning driver and team owner, created 99 of the sterling cups plated in 24-karat gold featuring LeRoy Neiman's Secretariat 35th Anniversary artwork.

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Each cup comes with an oak box crafted from the same wood as Woodford Reserve bourbon barrels and is lined with custom-designed satin depicting the pattern of Secretariat's blue and white silks. The cups will be available for purchase and auction at www.woodfordreservemintjulep.com.

How to Purchase a Cup

Starting April 14, 2008, at noon (EST) consumers, 21 years and older, can log on to www.woodfordreservemintjulep.com to purchase or bid on one of the two different cup offerings. Presented on one day, at one place only, all cups purchased must be picked up by the buyer or the buyer's proxy on May 3, 2008, Kentucky Derby Day at historic Churchill Downs.

Secretariat Cups

97 of the 99 total sterling cups plated in 24-karat gold featuring a full-color medallion reproduction of LeRoy Neiman's Secretariat 35th Anniversary artwork are carefully engraved with Secretariat's name and offered with a sterling silver sipping straw. The 97 Secretariat cups will be on sale beginning April 14 at www.woodfordreservemintjulep.com for \$1,000 on a "first come, first buy" basis.

Legendary Silks Cups

One carat total weight of sapphires and diamonds embellish each of the two Legendary Silks cups and represent the blue and white silks from Big Red's distinguished career. The two jeweled cups are also adorned with LeRoy Neiman's artwork and are presented with an exclusive 24-karat gold-plated sipping straw. Consumers can bid on one of the two Legendary Silks cups during the on-line auction which begins on April 14 and ends at noon (EST) on April 29.

"We're excited to continue the \$1,000 Mint Julep program this year as a tribute to Secretariat's enduring legacy," said Tricia Amburgey, director of sales at Churchill Downs. "Since this horse has greatly impacted the horse racing industry, we are delighted to partner with The Secretariat Foundation."

The Mint Julep

Cup owners will receive an exclusive mint julep when they pick up their cup at The Woodford Reserve \$1,000 Mint Julep Cup Experience at Churchill Downs. With one-of-a-kind ingredients, including a special selection of Woodford Reserve bourbon, mint from Claiborne Farm, a unique sorghum sugar and ice made from limestone water, the cup is destined to become a collector's item.

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Special guests like Chris Morris, the master distiller of Woodford Reserve, and Tim Laird, Brown-Forman's chief entertaining officer, will be on hand to greet the owners of the mint julep cups. The 99 gold cups will be presented on Kentucky Derby Day at one location only.

Woodford Reserve

Woodford Reserve, 45.2% ABV, is the "Official Bourbon of the Kentucky Derby" made at the historic Woodford Reserve Distillery in Versailles, Kentucky – the heart of thoroughbred country. Woodford Reserve is one of the fine spirits produced and marketed by Brown-Forman Corporation, a diversified company responsible for other quality consumer products including: Jack Daniel's Tennessee Whiskey, Southern Comfort, Fetzer and Bolla Wines, and Korbel California Champagnes. Woodford Reserve reminds you to drink responsibly. For more information on Woodford Reserve visit www.woodfordreserve.com.

Churchill Downs Incorporated ("Churchill Downs"), headquartered in Louisville, Ky., owns and operates world-renowned horse racing venues throughout the United States. Churchill Downs' five racetracks in Florida, Illinois, Indiana, Kentucky and Louisiana host many of North America's most prestigious races, including the Kentucky Derby and Kentucky Oaks, Arlington Million, Princess Rooney Handicap, Louisiana Derby and Indiana Derby. Churchill Downs' racetracks have hosted seven Breeders' Cup World Championships. Churchill Downs also owns off-track betting facilities and has interests in various advance deposit wagering, television production, telecommunications and racing services companies that support Churchill Downs' network of simulcasting and racing operations. Churchill Downs trades on the NASDAQ Global Select Market under the symbol CHDN and can be found on the Internet at www.churchilldownsincorporated.com.

The Secretariat Foundation

The Secretariat Foundation was created by Mrs. Penny Chenery to serve as a charitable organization assisting and supporting various charities and causes within the thoroughbred racing community. The Foundation's mission is to provide general funding and recognition for non-profit equine-related programs in the areas of: veterinary research; retirement and rehabilitation facilities; higher education scholarships; and therapeutic equestrian programs. To learn more about The Secretariat Foundation visit www.secretariat.com.

Woodford Reserve Distiller's Select Kentucky Straight Bourbon Whiskey, 45.2% Alc. by Vol., The Woodford Reserve Distillery, Versailles, KY ©2008

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