



Randwick Bloodstock - "A New Sales Concept"

Dear

Please find following Randwick Bloodstock's Media Release in relation to integrating our farm into Randwick Bloodstock's sales operations. If you are likely to be in the area, we would be pleased to show you our new facility. Also, if you are interested in selling a broodmare or broodmare prospect in the near future, please consider sending her here for us to market. I strongly believe we'll be able to achieve a better result for you.

Best Regards

Brett Howard

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Randwick Bloodstock Launches "A New Sales Concept"

Randwick Bloodstock Agency presently operates from a fifty-acre property at Quorrobolong, ten minutes south of Cessnock, in the lower Hunter Valley. The property has recently been totally refurbished with new infrastructure.

RBA's proprietor Brett Howard announced today that the farm will now be used to complement RBA's existing sales operations, "In order to help us provide a more effective sales service for our clientele, we will be asking vendors to agist their fillies and mares on the property during the selling process. In time we hope to have as many as 30 to 40 horses agisted here and all listed for sale through RBA. The property is perfectly located to accommodate visits by racehorse breeders, owners, trainers and agents, being exactly half way between the Sydney CBD and Scone, and in close proximity to Newcastle and the Central Coast."



Howard comments. "We are always looking at ways on how we can bring more vendors and buyers together. Ten years ago we decided to put all our listings on the internet and this decision has proven to be tremendously successful. We have no doubt that this new concept of having listings on this farm will definitely enhance our ability to sell more horses, hence, more happy vendors. Also, having a large number of horses for private sale on one property will take out the hassle for buyers having to travel long distances to view one or two horses at a time. It will also make it easier for us to acquire and publish high quality photographs and videos for people to peruse on the Randwick Bloodstock web site, hence, more happy buyers."



RBA will continue to specialise in the sale of broodmares, broodmare prospects, race fillies and mares, and as such will only be accepting these types of horses onto the farm. They will also continue to take listings from vendors whose horses are located in other parts of Australia and expect to maintain good results for these clients as well. Their policy of not listing horses for less than \$20,000 will also remain in place.



To encourage vendors to use this new sales concept, RBA will provide the incentive of introductory agistment rates of \$16.50/day (dry mares) and \$18.70/day (wet mares) for the first 30 days of agistment, then rising to \$24.20/day (dry mares) and \$26.40/day (wet mares) subsequent.

RBA's commission structure is as follows:

Sales up to and including \$100,000 - commission rate = 8% + GST.

Sales over \$100,000 - \$8,000 + GST, plus 6% + GST thereafter for the remaining balance.