



November 2, 2012

## Churchill Downs Interactive Introduces Luckity.com

### Offering Fun Games Online With a Chance to Win Cash Prizes in a Safe, Legal Environment

LOUISVILLE, Ky., Nov. 2, 2012 (GLOBE NEWSWIRE) -- Churchill Downs Interactive, a division of Churchill Downs Incorporated (CDI) (Nasdaq:CHDN), announced Thursday, November 1, 2012, the launch of [Luckity.com](http://Luckity.com), the first website in the U.S. offering fun games online with a chance to win huge cash prizes in a safe, secure and legal environment.

Luckity.com uses patent pending technology to offer numbers games, draw games, jackpots, quick picks, and more, all with hundreds of chances to win cash prizes every day. The games on Luckity.com are associated with live horse races across the world, and winning numbers are based on the actual real-time results of those races. Players win when their selected numbers match the numbers of the winning horses.

Luckity.com also offers free games, such as Luckity Bingo, that enable players to win cash prizes via weekly sweepstakes.

Churchill Downs Interactive President Ted Gay said that CDI has been working on the Luckity concept for months and is eager to release it to the public.

"We are very excited to provide this opportunity for individuals to play online and win cash prizes in a completely safe and secure environment," Gay said. "Luckity.com plays like popular social games that so many people love, but instead of winning virtual currency or points, players on Luckity.com can win real cash."

Luckity.com's Vice President of Marketing Eric Hartness said that Luckity.com is launching with over 20 exciting games with plans to introduce new games and features regularly.

"Players can play games for as little as 10 cents and have the opportunity to win jackpot prizes. In addition, Luckity.com gives players a free bingo game that awards Clovers that can be used to enter weekly cash sweepstakes," Hartness said. "We have a lot more under development and look forward to rolling out new games and features to our players frequently."

Luckity.com is operated by Churchill Downs Interactive, a division of CDI. Churchill Downs Interactive also operates TwinSpires.com, the official online wagering site of the Kentucky Derby and CDI. Luckity.com and Twinpires.com are licensed by the Oregon Racing Commission.

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#### LUCKITY SOCIAL MEDIA

<http://twitter.com/luckitygames> @luckitygames

(#wincashonline or #luckitygames)

<http://www.facebook.com/Luckity>

<http://www.youtube.com/luckitygames>

#### VIDEOS

Introducing Luckity: <http://youtu.be/2GBBbYGc2jU>

Learn about Luckity: <http://youtu.be/MWDGH-Pd-Hs>

How to Play on Luckity: <http://youtu.be/i5q579nbLqE>

### About Churchill Downs Incorporated

Churchill Downs Incorporated (CDI) (Nasdaq:CHDN), headquartered in Louisville, Ky., owns and operates the world-renowned Churchill Downs Racetrack, home of the Kentucky Derby and Kentucky Oaks, as well as racetrack and casino operations and a poker room in Miami Gardens, Fla.; racetrack, casino and video poker operations in New Orleans, La.; racetrack operations in Arlington Heights, Ill.; a casino resort in Greenville, Miss.; as well as a casino hotel in Vicksburg, Miss.; CDI also owns the country's premier online wagering company, TwinSpires.com; the totalisator company, United Tote; Luckity.com, offering fun

games online for a chance to win cash prizes; Bluff Media, an Atlanta-based multimedia poker company; and a collection of racing-related telecommunications and data companies. Information about CDI can be found online at [www.churchilldownsincorporated.com](http://www.churchilldownsincorporated.com).

*Information set forth in this news release contains various "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. The Private Securities Litigation Reform Act of 1995 (the "Act") provides certain "safe harbor" provisions for forward-looking statements. All forward-looking statements made in this Quarterly Report on Form 10-Q are made pursuant to the Act.*

*The reader is cautioned that such forward-looking statements are based on information available at the time and/or management's good faith belief with respect to future events, and are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in the statements. Forward-looking statements speak only as of the date the statement was made. We assume no obligation to update forward-looking information to reflect actual results, changes in assumptions or changes in other factors affecting forward-looking information. Forward-looking statements are typically identified by the use of terms such as "anticipate," "believe," "could," "estimate," "expect," "intend," "may," "might," "plan," "predict," "project," "hope," "should," "will," and similar words, although some forward-looking statements are expressed differently. Although we believe that the expectations reflected in such forward-looking statements are reasonable, we can give no assurance that such expectations will prove to be correct. Important factors that could cause actual results to differ materially from expectations include: the effect of global economic conditions, including any disruptions in the credit markets; a decrease in consumers' discretionary income; the effect (including possible increases in the cost of doing business) resulting from future war and terrorist activities or political uncertainties; the overall economic environment; the impact of increasing insurance costs; the impact of interest rate fluctuations; the effect of any change in our accounting policies or practices; the financial performance of our racing operations; the impact of gaming competition (including lotteries, online gaming and riverboat, cruise ship and land-based casinos) and other sports and entertainment options in the markets in which we operate; our ability to maintain racing and gaming licenses to conduct our businesses; the impact of live racing day competition with other Florida, Illinois and Louisiana racetracks within those respective markets; the impact of higher purses and other incentives in states that compete with our racetracks; costs associated with our efforts in support of alternative gaming initiatives; costs associated with customer relationship management initiatives; a substantial change in law or regulations affecting pari-mutuel and gaming activities; a substantial change in allocation of live racing days; changes in Kentucky, Florida, Illinois or Louisiana law or regulations that impact revenues or costs of racing operations in those states; the presence of wagering and gaming operations at other states' racetracks and casinos near our operations; our continued ability to effectively compete for the country's horses and trainers necessary to achieve full field horse races; our continued ability to grow our share of the interstate simulcast market and obtain the consents of horsemen's groups to interstate simulcasting; our ability to enter into agreements with other industry constituents for the purchase and sale of racing content for wagering purposes; our ability to execute our acquisition strategy and to complete or successfully operate planned expansion projects; our ability to successfully complete any divestiture transaction; market reaction to our expansion projects; the inability of our totalisator company, United Tote, to maintain its processes accurately or keep its technology current; our accountability for environmental contamination; the ability of our online business to prevent security breaches within its online technologies; the loss of key personnel; the impact of natural and other disasters on our operations and our ability to obtain insurance recoveries in respect of such losses (including losses related to business interruption); our ability to integrate any businesses we acquire into our existing operations, including our ability to maintain revenues at historic levels and achieve anticipated cost savings; the impact of wagering laws, including changes in laws or enforcement of those laws by regulatory agencies; the outcome of pending or threatened litigation; changes in our relationships with horsemen's groups and their memberships; our ability to reach agreement with horsemen's groups on future purse and other agreements (including, without limiting, agreements on sharing of revenues from gaming and advance deposit wagering); the effect of claims of third parties to intellectual property rights; and the volatility of our stock price.*

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