



September 3, 2009

UPCOMING SALES

REMARKS FROM THE DOVE FIELD.....

SEJ: “How’s your September consignment coming together? (note: standard question every time one consignor meets another consignor...).

Consignor #1 – “Great conditions for prepping this year (weather, etc), not looking forward to going over there because of how tough the market has been so far this year.”

Consignor #2 – “It’s gonna be tough, no doubt about it”

Consignor #3 – “Best crop of yearlings I’ve ever raised, ... now the market is down. Don’t ya jus’ love this game?”

Consignor #4 – “Yeah, I’m taking my numbers I would have expected to have gotten last year and cutting them by 1/3 for this year’s projections.”

SEJ: OK, what about November?

Consignor #1 – “We’ve entered some of our best mares in the November Sale.”

Consignor #2 - “Me, too.”

Consignor #3 – “I took 30 mares over there last year and ended up selling only 10 of them. Taking 50 over this year – probably only sell 10 this year, too.”

Consignor #4 – “I’m lining up capital because with all of these mares being offered for sale, I think November is going to be one of the best times to replenish our bloodstock we’ve seen in the last 15 years. Keeneland and Fasig-Tipton both told me that a bunch of really good mares have been entered in the November sales this year.”

SO;.....WHERE WILL YOU BE IN NOVEMBER?

Steve

MARGAUX GRADUATES

Sara Louise wins G3 Victory Ride, Margaux Graduate Is The Last Horse To Defeat Rachel Alexandra



Sara Louise, a 3yo Filly by Malibu Moon, made a successful comeback to the races last Saturday at Saratoga winning the G3 Victory Ride stakes by two lengths.

The win has special significance to Margaux Farm as Sara Louise is out of a mare Kings Lynn, who resides on the farm and is owned by longtime friend and client Frank Gardner. The filly was foaled, raised,

prepped and consigned by Margaux Farm.

The multiple graded stakes winning filly also has the impressive distinction of being the last horse to beat current wonder-filly Rachel Alexandra. Sara defeated Rachel by 3 lengths last November in the G3 Pocahontas at Churchill Downs.

Gary



EMBA U.T.K. f '06 by The Deputy (IRE) out of Marfa's Finale won at Dmr on August 21. She was foaled in Kentucky at Margaux Farm.

OTHER RACING NEWS

DRUIDS MOUND g '05 by Smart Strike out of Finvarra won at WO on August 29. Finvarra is in residence at Margaux. She is owned by Al Graziani, Joe Russell and Janine Queller.

GOING FORWARD g '05 by Skimming out of Forward Filly (SAF) by National Assembly showed in AOC at Dmr on August 20. The owners are Gary and Cecil Barber.

SKYRIDER g '01 by Flying With Eagles out of Sarna won at EmD on August 30. Sarna is in residence at Margaux where she is in foal to Rock Hard Ten. Breeders are Mr. and Mrs. David Heerensperger.

FICKLE BERRY f '05 by Cryptoclearance out of Fickle Friends placed in the Ishikari Tokubetsu Stakes at Sapporo Race Track in Japan on August 30. Race value was \$217,587. CRYPTOCLEARANCE remains at stud at Margaux Farm.

CRYPTOHIO m '04 by Cryptoclearance out of Gildey by Gilded Time won at RD on August 28. Breeders are Philip Teniowitz and David Shashura.

SLIDES CHOICE f '06 by Devil His Due out of Slide Along placed in the Rose DeBartolo Memorial Stakes at Thisledown Race Track on August 29. The owners are Mary Crawford and Gerald Brown.

TRIPLE TAX EXEMPT f '06 by Devil His Due out of Run n Gun won at Sar on August 28.

EDGY LADY f '06 by The Cliff's Edge out of Allegro Lady by Souvenir Copy won MSW at Crc on August 27.

PURR FOR ME g '05 by Petionville out of Purely Excessive by In Excess (IRE) won at Yavapai D. on September 1. The breeder is Everest Stables.

LATIN LOBO g '05 by Petionville out of Main Squeeze won ALW at Alb on August 24. The breeder is Everest Stables.

SKULL ISLAND g '06 by Petionville out of Gorilla My Dreams won at FE on September 1.

MARGAUX UNVEILS ONLINE SITES AND SERVICES

As many of you know we unveiled a new and improved website well over a year ago. Our goal at the time was to be able to provide the most information and media possible to our clients, fans and potential breeders. However, we did not stop there. Technology and online sites and services are emerging and growing at rapid rates and we have remained committed to staying ahead of the curve in that regard. Below are a few new features we've created to expand our online presence. Many of you may not be familiar with these sites, so we've laid out a brief description of each so that you'll better understand what they are, how they work and why they could be of interest to you. A great way to get familiar with them is to visit the sites for yourself, which you can do by clicking on the links we have provided below.



Twitter is a social networking site that is rapidly becoming one of the most popular sites and applications on the web. Users post status updates (what they are doing) or announcements and they are then distributed to their followers in real time. For the semi tech savvy, it is essentially a micro-blog.

How it works: When you sign up (Free) you'll be prompted to find family, friends, celebrities or media outlets that you wish to follow. In return you will get "followers" who wish receive your updates when you post. You will get updates throughout the day by the people you have elected to follow. (Either on their site or via your cell phone, your preference) Some may be as trivial as a friend posting that they are sitting in traffic, a family member mentioning a movie they are going to see or your favorite reporter breaking a news story. Twitter's appeal for many is that it can be set up to work via cell phone, so you can send and receive updates remotely as opposed to logging in online.

Margaux usage: We post all stakes entries and significant wins for runners by our stallions on Twitter. Additionally we use it update wins by Kela's first crop 2yo's. If you want to thoroughly follow notable runners by our stallions, our Twitter content is for you.

www.twitter.com/margauxfarm

The image shows the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font, set against a blue rectangular background.

facebook

Facebook is the largest and most popular social networking site on the web. It is used to interact with family, friends and co-workers online. Whereas Twitter is used for short text based updates, Facebook is much more extensive, allowing user to post pictures, videos, music etc. on their profiles.

How it works: When you sign up, (Free) you create a profile with your interests and personal history. You then search for friends and family. They have an extensive search feature, allowing you to find friends or family based on schools you went to or places of employment and a wide variety of other parameters. You then post updates somewhat similar to twitter but you are not limited in length and can post more than text. You are allowed to upload pictures, videos etc. and as you post new content, your friends are able to comment or respond.

Margaux's usage: All of the Margaux Farm stallions have their own individual pages. Race videos and pictures of them and their offspring are constantly updated. Additionally updates on notable runners are updated as they occur. A great part of Facebook is the interaction you can have with other people who are fans of the stallions.

Devil His Due

<http://www.facebook.com/pages/Devil-His-Due/62980321467>

Kela

<http://www.facebook.com/pages/Kela/52538019013>

The Cliff's Edge

<http://www.facebook.com/pages/The-Cliffs-Edge/67470352000>

Cryptoclearance

<http://www.facebook.com/pages/Cryptoclearance/52288293710>

Petionville

<http://www.facebook.com/pages/Petionville/131415635543>



Youtube is the #1 website on the internet for video content.

How it works: Users can search for videos from a wide variety of interests from music videos, comedy clips, sporting events etc. For the horse enthusiast, most tracks post videos of their races within a day of them running. Additionally there is an amazing amount of old classic races. For example, I've found a staggering amount of races by greats like Dr. Fager, Secretariat, Damascus etc.. Youtube has a staggering amount of content on virtually any topic of interest. Additionally you can upload videos that you choose.

Margaux usage: We have our own dedicated Margaux Farm channel on Youtube. On the channel we have all available race videos by our stallions, their progeny, as well as significant Margaux graduates. Essentially, if you are looking for video content for any horse with a connection to Margaux Farm, our Youtube Channel should be your first stop.

www.youtube.com/margauxfarm



RSS stands for Really Simple Syndication though it will not be simple to accurately explain it for those not familiar with the concept! It is a great feature though for anyone who uses the web in general, not just for Margaux Farm related content. Essentially RSS feeds allow a user to view content (Stories, headlines) from any website of their preference, without actually having to be on their specific website.

How It Works: These days virtually every major website provides RSS feeds. You can locate them by the above icon (Orange box) or at the bottom of a web page in the small print. (Some browsers conveniently notify you of available feeds in the URL toolbar) The Margaux Farm feed option is located on the right hand menu bar in the News Section on our website. Once you click the RSS option you will be asked if you want to subscribe to that feed. Additionally you will be asked where you want to save it. You can save it either under your bookmarks or on the bookmarks toolbar. I prefer the bookmarks toolbar so I can locate them quickly. Once you subscribe, all you have to find the feed in either location and it will then show you what are the current headlines or stories posted on that website. This is significant because you can find out what the headlines are without having to be on the site. Rather than getting online and having to go to 10-15 sites of interest one by one, with RSS Feeds you only have to go to a site if they have posted new content or content that interests you. Additionally, you can set up your feeds to work with a cell phone, so that you can get updates while on the go.

Margauxs usage: By subscribing to our feed you can see all new stories posted on our website as they are posted, without having to be on the Margaux website.

If anyone has any questions or would like additional help setting up any accounts or features listed above, please feel free to contact.

Gary

COMING EVENTS

- September 14 – 28..... Keeneland Yearling Sales
- October 1 Fasig-Tipton Sale Deadline
- October 26 – 28..... Fasig-Tipton Sale Dates
- November 10..... Fasig-Tipton Select Mix Sale
- November 10 – 22..... Keeneland Breeding Stock Sale

