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Ram Truck Brand 'Dominates the Field' With Multi-tier Sponsorship of Churchill Downs® and the 139th Kentucky Derby®

- The 139th running of the Kentucky Derby marks Ram Truck brand's fourth year as exclusive automotive partner
- Ram serves as Official Truck of Churchill Downs and the Kentucky Derby
- Fans attending weekend races will be immersed in the Ram Truck brand experience, including vehicle placement, truck integration, signage and posters
- Television, print and digital advertising campaigns complement on-site branding

April 29, 2013, Auburn Hills, Mich. - Ram Truck brand sponsorship of Churchill Downs and the Kentucky Derby will "Dominate the Field" this year as the 2013 Ram 1500, Motor Trend's Truck of the Year, serves as the Official Truck for the historic track and America's greatest horse race for the fourth consecutive year.

Fans entering Churchill Downs for the 139th running of the Kentucky Derby will be fully immersed in the Ram Truck brand experience via vehicle displays, work trucks in and around the track, gate crew staff uniforms, posters as well as backside and trackside signage throughout the grounds. Hospitality will also be offered to jockeys, trainers, owners and horseman.

Strategically placed posters and signs throughout the Churchill Downs stable area feature specially crafted "Dominate the Field" messages reminding race fans of the dedication, unrelenting tenacity, stamina and years of hard work it takes to earn the glory of making it to the Kentucky Derby. The signage spells out the Ram Truck brand tagline, "Guts. Glory. Ram."

"Efficient, dependable and powerful trucks are a must-have tool for Kentucky Derby owners, trainers, track crew members and racing fans alike," said Reid Bigland, President and CEO – Ram Truck Brand, Chrysler Group LLC. "With best-in-class fuel economy and towing capability, Ram trucks are designed and engineered to meet customer needs throughout this world-class sport."

To complement on-site branding, Ram is launching television, print and digital advertising campaigns to promote its sponsorship and Official Truck status of Churchill Downs and the Kentucky Derby.

The brand will run three spots on NBC as part of the network's May 4 Kentucky Derby coverage. In addition, digital media ads appear on various sites, including NBCSports.com, SI.com, BleacherReport.com, SportingNews.com and the Churchill Downs and Kentucky Derby sites.

Fans may also follow the Ram Truck brand on Facebook (www.facebook.com/ramtrucks) and Twitter (www.twitter.com/ramtrucks) to be a part of the excitement throughout the day.

A Ram Truck brand representative will present the winning trophy to the owner and jockey of the Twin Spires Turf Sprint.

About Ram Truck Brand

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as a standalone vehicle brand. Creating a distinct brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

The Ram Truck brand has the most innovative lineup of full-size trucks on the market. Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities. Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

About Churchill Downs

Churchill Downs, the world’s most legendary racetrack, has conducted Thoroughbred racing and presented America’s greatest race, the Kentucky Derby, continuously since 1875. Located in Louisville, the flagship racetrack of Churchill Downs Incorporated (NASDAQ: CHDN) also operates Trackside at Churchill Downs, which offers year-round simulcast wagering at the historic track. Churchill Downs will conduct the 139th running of the Kentucky Derby on May 4, 2013 and its 2013 Spring Meet is scheduled for April 27-June 30. The track has hosted the Breeders’ Cup World Championships a record eight times. Information about Churchill Downs can be found on the Internet at www.ChurchillDowns.com.

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