



Churchill Downs Incorporated Acquires Assets of Bluff Media

LOUISVILLE, Ky., Feb. 10, 2012 (GLOBE NEWSWIRE) -- [Churchill Downs Incorporated](#) ("Company") (Nasdaq:CHDN) announced today that it acquired the assets of **Bluff Media**, an Atlanta-based multimedia poker content, brand and publishing company. Terms of the sale were not disclosed.

[Bluff Media](#)'s assets include:

- the industry-leading poker periodical, *BLUFF Magazine*;
- *BLUFF Magazine*'s online counterpart, BluffMagazine.com;
- ThePokerDB, a comprehensive online database and resource that tracks and ranks the performance of poker players and tournaments;
- A variety of leading blogs, forums, news and editorial content, and tournament and player rankings designed to serve the in-depth content interests of poker enthusiasts throughout the United States; and
- Various URL's, including Bluff.com and BluffPoker.com.

In addition to the Company's intention to further expand and build upon [Bluff Media](#)'s current content and business model, the Company believes this acquisition potentially provides it with new business avenues to pursue in the event there is a liberalization of state or federal laws with respect to Internet poker in the United States.

[Bluff Media](#) is a multimedia poker content, brand and publishing company, and has never engaged in real money gaming. [Bluff Media](#)'s co-presidents, Eddy Kleid and Eric Morris, and vice president of online operations, Jeff Markley, will continue in their current roles.

[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.; and a casino resort in Greenville, Miss. CDI also owns the country's premier account-wagering company, TwinSpires.com, and other advance-deposit wagering providers; the totalizator company, United Tote; and a collection of racing-related telecommunications and data companies. Information about CDI can be found online at www.churchilldownsincorporated.com.

CONTACT: Julie Koenig Loignon

(502) 636-4502 (office)

(502) 262-5461 (mobile)

Julie.Koenig@kyderby.com