



## **Youbet.com Launches WHODOYOULIKE.COM Social Networking Site for Horse Racing Fans**

Burbank, CA, September 16, 2009 – Youbet.com (UBET) announced today the launch of the Beta version of [www.whodoyoulike.com](http://www.whodoyoulike.com) – a new social networking website for horse racing fans. The site aggregates and organizes by topic thousands of horse racing conversations from the site and Twitter each day into a single easy-to-navigate location where horse racing fans can interact and follow the real-time conversation by track, horse, trainer or jockey.

As racing fans follow races around the country online, they can now interact with others both online and offline, including horse players, track handicappers and other fans directly at the track. This real-time and user-friendly experience is designed to attract new and younger fans to horse racing, while keeping fans of all ages and experience levels worldwide connected to racing around the clock, seven days a week. The customized experience also allows fans to follow their favorite track even when they cannot be physically there.

In addition to the Whodoyoulike.com website, the conversations are distributed through widgets via key racing media outlets including ESPN.com (<http://sports.espn.go.com/sports/horse/breederscup09/index>) and CBSsports.com (<http://horseracing.cbssports.com/cbs/>) horse racing pages and will be distributed through major racetrack partners including Turfway Park, Fairplex Park, Hawthorne Race Course and Hollywood Park. In the future, Whodoyoulike.com plans to make available to any track a custom content widget that will display all the real-time conversations taking place online that involve the track's specific racing content, generated by players online, both at home and at the track through wireless devices.

"Whodoyoulike.com is a welcome addition to the growing online horse racing and media community," said Dave Johnson, host of the weekly show "Down the Stretch" heard on Sirius XM Radio. "The real-time nature and ease of the site brings together the online and offline horse racing conversations in a way not previously possible."

Youbet.com plans to use customer feedback to rapidly shape the future of the website, which will evolve to meet the needs of connected racing fans worldwide.

"We plan to let the customers shape the direction, functions and new core applications on the site," said Jeffrey Grosman, Chief Marketing Officer of Youbet.com. "Youbet has been a leader in online horse racing for over a decade and we are very excited about being first to market with a live community concept in the horse racing space. We believe Whodoyoulike.com will strengthen the core base of horse racing enthusiasts and potentially bring in new fans to the industry. We look forward to actively working with fans on Whodoyoulike.com in order to bring out the full potential of this exciting new social network."

Youbet.com is kicking off Whodoyoulike.com with a free \$5,000 Showdown Streak contest, which challenges racing fans to pick a correct show horse for the most consecutive days without a loss between September 19<sup>th</sup> and November 7<sup>th</sup>, 2009.

For more information, visit [www.whodoyoulike.com](http://www.whodoyoulike.com).

### **About Youbet.com, Inc.**

Youbet.com, Inc. ([NASDAQ: UBET](http://www.nasdaq.com)) is a leading domestic online horse racing and horse betting site, the exclusive provider of live horse racing footage and racing results to [ESPN.com](http://ESPN.com) and [CBSSports.com](http://CBSSports.com) and a leading supplier of totalizator systems to the pari-mutuel industry. Youbet's website enables its customers to securely wager on horse races at over 180 racetracks each year worldwide from the convenience of their homes or other locations. Through its online platform, Youbet offers members real-time wagering, co-mingled track pools, conditional wagering capabilities, high quality live audio/video, up-

to-the-minute track information, mobile wagering, race replay library, simultaneous X2 Video multi-race viewing capability and sophisticated ROI-based player analysis tools. In addition, through its United Tote totalizator systems subsidiary, Yobet provides hardware and software to its track partners, allowing them to process pari-mutuel wagers, issue and pay tickets, and calculate payoff odds.

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