

# AQHA

Dear Racing Journal Subscribers:

I wanted to take this opportunity to let you know about some changes that are coming for *The American Quarter Horse Racing Journal*.

For more than 20 years, the Racing Journal has been a stand-alone publication serving the unique needs of racing owners, breeders, trainers and fans. However, as many of you remember, it wasn't always that way. Starting with the first issue of *The Quarter Horse Journal* in 1948, racing has always been an integral – in fact, foundational – part of the American Quarter Horse and AQHA.

Starting with the January 2010 issue, the *Racing Journal* will again be a part of the regular *Journal*. The Racing Journal section will join our other discipline sections: halter; rail and pattern; reining, cutting and cow horse; and ranching, rodeo and ropes as a featured section of the magazine. It will be prominently set apart so that you can turn immediately to the racing section. Once you're done, you might want to take the time to catch up on what else is happening in the Quarter Horse world, especially since so many racehorses go on to have successful careers after the track.

I do want you to know that this decision was not an easy one to make, and many different scenarios were considered before the Executive Committee and Racing Council approved this change. After considering all of the options, allowing this change seemed the best way to continue serving our members, subscribers and advertisers. As I'm sure you've seen with many consumer publications, many of them have had to restructure how they do business or have gone out of business altogether. With this change, I hope you know how committed the Executive Committee, Racing Council and staff are to all of our magazines.

Almost 2,000 of you have already been subscribers to both magazines, so now you'll get all of your Quarter Horse news in one easy-to-carry package.

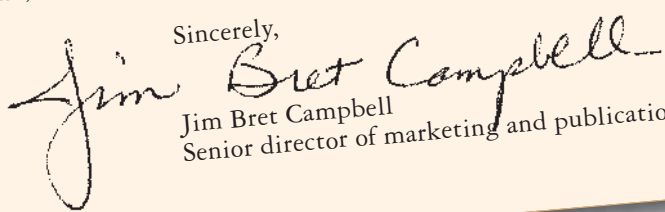
Your subscription to the *Racing Journal* will simply roll over, and you will receive the *Journal* for the life of the subscription. You will join almost 60,000 subscribers to the *Journal*, who are getting AQHA news and information. If for some reason you would like to cancel your subscription, you can contact customer service at (800) 291-7323.

We will continue to produce the March annual review of racing statistics, which you will receive with your subscription in 2010.

This change in no way reduces our commitment to the racing industry. In fact, the savings in printing, postage and paper will help us promote American Quarter Horse racing in new and innovative ways. We remain committed to bringing you the stories and industry in print through the *Journal*, daily news and statistics through [www.aqbaracing.com](http://www.aqbaracing.com), the twice weekly Q-Racing E-mail Newsletter and live race video and archives through Q-Racing Video.

We'll also be unveiling some new and exciting ways for all racing facets to get information – from breeders and owners to fans.

Thank you for all of your support in the past, and I look forward to serving you in the future.

Sincerely,  
  
 Jim Bret Campbell  
 Senior director of marketing and publications