

CHELTENHAM RACECOURSE MEDIA RELEASE

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ALBERT BARTLETT EXTENDS ITS SUPPORT OF THE THREE-MILE NOVICES' HURDLE PATTERN FOR FURTHER THREE YEARS

Cheltenham today announced that Albert Bartlett, the UK's leading grower and packer of fresh potatoes, has extended its sponsorship of the Three-Mile Novices' Hurdle Pattern until The Festival 2012.

A family business for more than 60 years, Albert Bartlett supplies 350,000 tonnes of fresh produce each year to the retail, food service, wholesale and processing industries and over recent years has become best known to the consumer for their Rooster Potato brand.

The Albert Bartlett Novices' Hurdle Pattern Series for the 2009/10 season features Channel 4 televised three-mile events at Cheltenham on Saturday, December 12, Doncaster on Saturday, January 30, Haydock Park on Saturday, February 20 and at The Festival on Friday, March 19.

John Hicks, Marketing Manager at Albert Bartlett, said today: "I am delighted that Albert Bartlett is to remain involved in such a high-profile series of races and particularly the Grade One race at The Festival.

"Our sponsorship of these races over the last two years has been a valuable part of our mix, complimenting our other activity and exposing our brand to an extensive new audience."

Cheltenham's Director of Sponsorship, Peter McNeile, commented: "Albert Bartlett is a British success story and this sponsorship has worked well for them to increase their brand and product awareness. I'm delighted that their involvement is to continue until at least The Festival of 2012."

For further information, please contact Andy Clifton, Communications Manager at Cheltenham Racecourse, on 07876 330090, or visit the website at www.cheltenham.co.uk