

CHELTENHAM RACECOURSE MEDIA RELEASE

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RYANAIR CHASE RECEIVES PRIZE MONEY BOOST AS LEADING AIRLINE ALSO CONTINUES FREE MEALS FOR FESTIVAL STABLE STAFF

Cheltenham Racecourse confirmed today that the value of the Ryanair Chase, one of the Grade One highlights of The Festival in March, has had its value boosted from £220,000 to £250,000 for the 2010 renewal on Thursday, March 18.

This year's race looks to be the most competitive renewal yet, with horses of the calibre of Poquelin, Voy Por Ustedes, Tranquil Sea and Barbers Shop all on course for the most important 2m 5f chase of the season.

In addition to increasing its support for the Ryanair Chase, Ryanair is also continuing to fund a free meal for all stable staff looking after a horse declared to run on every day of The Festival.

Peter McNeile, Cheltenham's Director of Sponsorship, said: "At a time when the sports sponsorship market is static, it speaks volumes for Ryanair's support of The Festival that the Ryanair Chase is receiving an increase in value of over 13%. Along with Ryanair's continued support for stable staff, this is great news for Jump racing."

Ryanair's Chief Executive Michael O'Leary added: "As The Festival's official airline, we fly more racegoers to Cheltenham than anyone else.

"The Ryanair Chase has become one of the highlights of the week under our banner and I'm pleased to be moving the race forward in terms of value again in 2010. I'll also be hoping that the prize comes back to Ireland for the first time this year!"

The Festival 2010 takes place from Tuesday to Friday, March 16 to 19.

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