

CHELTENHAM RACECOURSE MEDIA RELEASE

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ARGENTO, THE LEADING ARGENTINIAN WINE BRAND, SPONSORS £100,000 HIGHLIGHT OF FESTIVAL TRIALS DAY

Cheltenham Racecourse announced today that the major race on Festival Trials Day, Saturday, January 30, is to become the Argento Chase, following a sponsorship deal with wine merchant Bibendum, joint-owner and importer of the hugely successful Argentinian wine brand.

A major trial for the totesport Cheltenham Gold Cup, the Argento Chase has produced three subsequent Gold Cup winners in the recent past, namely Looks Like Trouble, See More Business and Master Oats.

Peter McNeile, Cheltenham's Director of Sponsorship, said: "We're delighted to welcome a new sponsor to such a prestigious high profile race. I'm sure that this sponsorship will help to spread the name of Argento wine still further and will tempt many horseracing fans to sample the brand."

Marcus Rann, of Bibendum, added: "We're thrilled to be involved in such an important chase at the home of Jump racing. Argento and wines in general from Argentina are rapidly growing in popularity and this sponsorship will give us the opportunity to expose the country's signature grape varieties such as Malbec to an even wider audience.

"We have also agreed a deal to provide Argento wine to Jockey Club Racecourses so racegoers on Festival Trials day will be able to give the wine a try themselves."

The £100,000 Argento Chase, run over three miles and one and a half furlongs, is due off at 2.35pm on Saturday, January 30. The first race on the day is scheduled for 12.55pm.