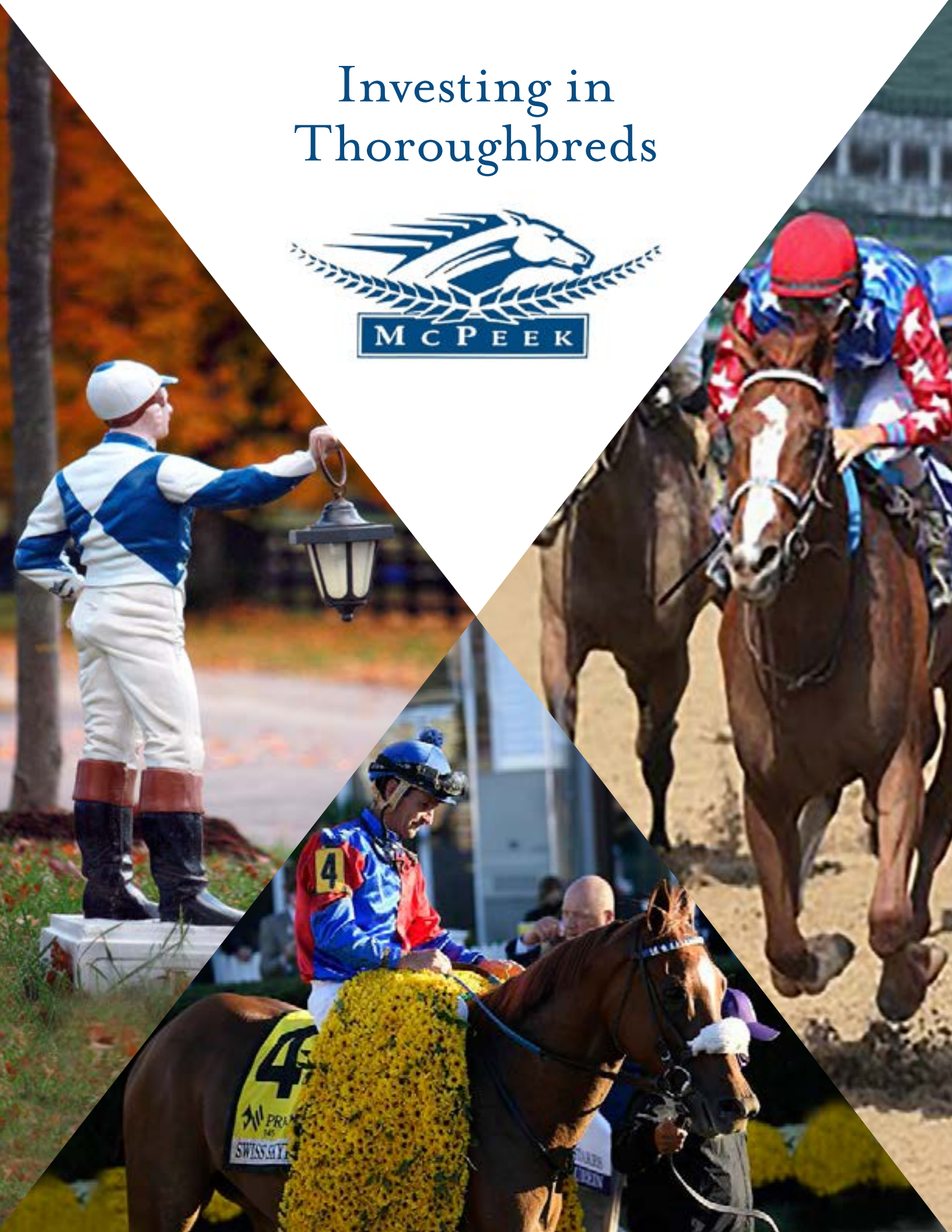


# Investing in Thoroughbreds





# The Journey

Owning world-class Thoroughbred race horses is one of the most exciting endeavors in the world. A fast horse can take people on the journey of a lifetime as its career unfolds with the elements of a great storybook – mystery, drama, adventure, fantasy, romance.

Each race horse is its own individual sports franchise, and the right one can venture into worlds once only imagined: the thrilling spotlight of the Kentucky Derby, Preakness and Belmont Stakes, or to the gathering of champions at the Breeders' Cup. The right one can lead to the historic beauty of Saratoga Race Course, the horse heaven called Keeneland or under the famed twin spires at Churchill Downs.

The goal of owning a Thoroughbred is to race among the fastest horses in the world, and, in the right hands, the road leads to the winner's circle at the highest levels of the sport.

Ken McPeek is in the business of making these dreams a reality. He is a consummate horsemen and manager, respected as one of the premier judges of bloodstock and Thoroughbred pedigrees in the world. He also ranks among the top buying agents, representing his clients at the elite yearling sales in the country.

He is continually seeking out new owners, people who have found success in their lives and are ready to celebrate and enjoy it by immersing themselves in the greatest game in the world. Purchasing Thoroughbreds with Ken McPeek is a gateway to excitement.

"It's a game of extreme ups and downs; it's the highest highs," McPeek says. "One of the most enjoyable things owners will ever experience in their lives is winning a horse race. It's a game that takes resiliency. You have to look at it as entertainment, and I don't want anyone to think about doing this unless they're going into it to enjoy it."

Purchasing yearlings and racing with Ken McPeek gives an owner a great chance at success. McPeek, and the bloodstock agents who work for him, are renowned for identifying innate talent others overlook. While some buyers plunge into the unknown, bidding hundreds of thousands of dollars on a single unproven horse with glittering pedi-

*"Kenny has a unique eye for Thoroughbred racing talent. He is a superb developer of early racing potential and consistently delivers the maximum while looking out for the welfare of the athlete"*  
– Runnymede Farm, breeder of Tejano Run, the McPeek trainee who finished 2nd in the 1995 Kentucky Derby

gree credentials, McPeek continually ferrets out not only value but future stars at lower price points. McPeek selected the yearling **Curlin** at auction for \$57,000, and the colt went on to twice be named Horse of the Year and earn more than \$10.5 million. While purchasing horses privately and at major U.S. auctions, McPeek also has enhanced his credentials by finding top runners at sales in Brazil and Argentina.

As a trainer, McPeek has saddled horses in some of the biggest events in the world, including the Kentucky Derby, Breeders' Cup, Preakness, and Belmont Stakes. Among the nearly 100 Graded Stakes races that McPeek has won is the 2002 Belmont Stakes with Sarava. More recently in 2020, he campaigned the Eclipse Award Winning filly, Swiss Skydiver, to triumph in the Preakness.

With expertise in management, as well as equine conformation and racing, McPeek matches the right horses with each owner, working within their budget while maximizing the potential for success.

McPeek has developed his reputation by building relationships and exceeding the expectations of clients. With an attention to detail second to none and complete knowledge of all facets of the racing game, he does the one thing valued above all – he puts horses in positions to win.





# McPeek Facilities



**M**cPeek Racing, founded in 1985, is headquartered at Magdalena Farm in Lexington, Kentucky. Upon purchasing horses at the sales, yearlings are shipped to Magdalena to be assessed. The yearlings are typically sent to Silverleaf Training Center in late fall to begin the training process.

When horses are ready to compete, they are sent to one of the McPeek Racing divisions, currently based in Florida, Kentucky, and New York. McPeek selects the track where he expects his horses to achieve their greatest success.

The McPeek Team uses only the highest quality equipment, feed, straw and hay. All medications used in training and racing strictly adhere to industry rules and regulations. We do not take short cuts.

The operations together provide services for breaking, racing, layup, rehabilitation, sales preparation, breeding and foaling. All entries and nominations are taken care of by McPeek and staff.

"The business is run on the premise of a management style called "The One-Minute Manager," McPeek says. "I delegate out to the right people and communicate what I want done. The day-to-day details, the grooms, for example, these people all know what to do. There is no chaos."

Clients have comprehensive access to information, guidance and services. When a horse is racing, McPeek's office provides past performances and direction on contacting tracks for reserved seating or a box. The company controls its own vans, so McPeek horses have great flexibility in where and when horses race around the country.



*"Silverleaf is a great addition with everything you want in a training center. The years prior we had dozens of horses at each of six training divisions. We had good people in all spots and we did fine. But logistically it was difficult. This will make us stronger."*  
— Kenny McPeek

McPeek Racing, with its specialized personnel, is designed for optimally efficient management and care of horses on a daily basis. Through sound business practices, strong relationships, honesty, and good humor, clients know the progress of their horses at all times.

## Magdalena Farm

Magdalena Farm comprises 115 prime acres in the Horse Capitol of the World. It has 5 barns with 63 stalls, 23 turnout paddocks and a two-mile European-style grass gallop for conditioning. McPeek purchased the property in 2006 and refurbished it.

The farm has an illustrious history, dating back to the Revolutionary War. It has been home to many famous Thoroughbreds, including 1959 Kentucky Derby winner Tomy Lee and Devil Diver, the three-time Horse of the Year.

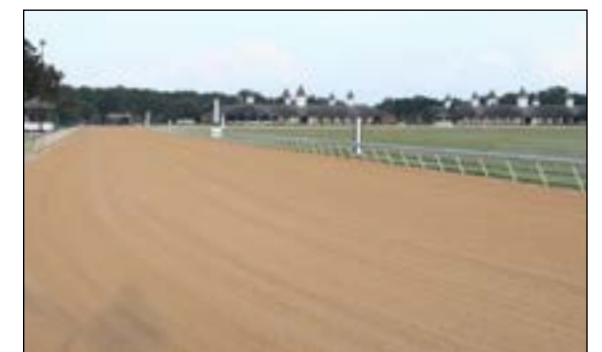
## Silverleaf Training Center

Silverleaf Training Center in Ocala, Florida was purchased by McPeek in 2019. Formerly the Padua Farm Training Center, the property includes a six furlong training track, four 24-stall barns, four paddocks, 20 stall/turnout paddocks, six covered round pens, and a five stall quarantine barn.

McPeek has made improvements that directly benefit the two-year-olds' training such as having the track graded and adding a fully operational starting gate. New fencing and paddocks were also added.



EquiSport Photos



502-494-6275 (Kenny cell) ✉ 859-254-9969 (farm) ✉ Kenny@McPeekRacing.com

## Magdalena Farm Is An Integral Piece of Kentucky's Thoroughbred History

## Purchase 2-Yr-Old Training Center

July 27  
1780

SHELY FAMILY ERA

1940s

1979

1994-  
2006

2006

2019

**ORIGINAL LAND DEEDED to Captain David and Mary Hurst Shely for service in the Revolutionary War.**  
Land Warrant #1170 consisting of 1216 acres which included a large "savanah" on the head of a branch of the Elk River.

**Magdalena Weber marries John Shely (b. 6/2/1793), son of David and Mary Shely. Magdalena is considered to be the Matriarch of the land for 40+ years.**

**THE STALLION STATION**  
Land developed into a Thoroughbred Farm operating under the name "The Stallion Station", one of the first commercial Thoroughbred stallion businesses.

**PILLAR STUD**  
The duPont Family purchases the farm. During their ownership, they helped shape the developing Thoroughbred industry.

**Farm sold and divided multiple times.** Farm and land left uncared for and deteriorated into poor condition.

**Magdalena Farm**  
McPeek purchases the land and renames the farm Magdalena in honor of the former Matriarch during the Shely Era.

**Silverleaf Training Center**  
McPeek purchases the former Padua Farm Training Center in Ocala, Florida, which includes a six furlong training track, four 24-stall barns, four paddocks, 20 stall/turnout paddocks, six covered round pens, and a five stall quarantine barn



# Magdalena Partnerships



**K**enny McPeek shops for yearlings almost exclusively at the top yearling auctions throughout the country – starting with the Fasig-Tipton July Sale in Lexington, followed by the Saratoga Sale in August; the New York-bred Preferred Yearlings Sale, also at Saratoga; the Keeneland September Yearling Sale in Lexington; and the Fasig-Tipton October Sale in Lexington.

## “People Should Be Unafraid”

McPeek typically has horses on his short list without a particular buyer for a specific horse. Rather than let the prospect get away – especially if he believes the horse is being undervalued in the sales ring – he will buy the horse himself, and sell shares through a co-ownership under the name Magdalena Racing Partnerships.

Typically, shares are 20-25% of ownership depending on the cost. McPeek retains at least one share for himself as managing partner of each Magdalena horse. Not only does Kenny enjoy the comradery and likes the excitement of watching his own horse race, his ownership ensures partners that he is managing their investments properly.

“Buying into the partnerships is a very good way to diversify your risk and diversify the expense,” McPeek says. “It’s also a really good way to learn about the business in the beginning for those a little tentative about getting involved in horse racing and learning all the details. You have to have a group of horses to be successful; you can’t just do it with one.”

McPeek typically purchases yearlings in the range of \$20,000 to \$200,000, although some clients have ranges far higher. More often than not, the horses he believes are the best conformed are not the “boutique” horses with flawless pedigrees. He is a value shopper seeking the best physical specimen while having deep knowledge of the best pedigrees and sire crosses with the mare’s bloodlines.

The philosophy behind Magdalena Racing Partnerships is that people should be unafraid. Magdalena is set up as co-ownerships - rather than LLC’s. Co-ownerships split expenses including training, farrier, and veterinarian bills in the percentage of ownership they have. Race winnings are also distributed by owner percentages. Co-ownership works better than a LLC partnership because owners can sell their shares without going through the legal expenses that are incurred with a true LLC partnership.

“The Thoroughbred business has always been considered the Sport of Kings. Over the years, though, it’s evolved to where we are now, with public partnerships, so the everyday working people can enjoy horse racing despite not having the kind of money to go buy race horses, says Kenny. “Partnerships make it much, much easier for people to participate in horse racing.”

*“Buying into partnerships is a good way to diversify your risk and diversify expenses.”*

– Kenny McPeek

## “No Stone Unturned”

McPeek is an expert at dissecting pedigree, but he primarily looks at conformation and targets the best physical specimens in a sale. Expected sales price, at the beginning of his work, is no object. If a yearling is out of the great race mare Serena’s Song and expected to command \$4 million, he still will put it on his initial list if he likes the way the horse looks.

We leave no stone unturned. “There’s a team of us, myself, Dominic Brennan, and Alan Shell, we look at every horse. We’re looking for athletes. There’s a conformation factor there. You want a horse with a good hip and a great hind leg. And you want a horse that walks really well,” McPeek says.

## Short List for Clients

McPeek buys for individual owners and partnerships. He will also help owners team with others to create partnerships, or, often, race under the banner of Magdalena Racing – named after his farm. In Magdalena partnerships, McPeek buys a share of a horse for himself.

After his team examines every yearling carded for sale, McPeek creates a short list and sends it out to prospective clients looking to buy. The list is simple – hip numbers (the number assigned to a horse in a catalog) and whether the yearling is a colt or a filly.

“The people I do best for just say, ‘Find me a good horse,’” McPeek says. “My tendency is to go for horses that will run longer. I want a horse that can run a route of ground. It’s my experience that, as 2-year-olds, horses that run longer last longer.”

If a client is interested in a yearling, they call McPeek directly, and he will explain why the horse made his short list. If two clients are interested in the same hip number, he will sometimes put them together as partners, or else learn what the bidding threshold of each will be. If McPeek believes a yearling is a tremendous prospect that will go for a higher price than a client is willing to pay, he offers co-ownership and runs the horse under Magdalena Racing.

When McPeek represents a client at a yearling auction, he often is on the telephone with the client during the bidding process to allow them to hear while he competes. As clients change their mind, want to quit or want to go higher, he is communicating with them right there on the phone.

*“Kenny McPeek makes horse ownership a turn-key investment. From the care of the horses, bookkeeping, and making sure owners get great seats, he runs a top notch organization.”*

– Fest Miles





# As a Buyer's Agent

# Training Stats

1985 - 2022



**A**s a buyer's agent, Ken McPeek has proven himself to be one of the finest judges of equine potential in the country, repeatedly selecting horses for purchase at moderate prices that go on to spectacular success.

McPeek has purchased over 50 horses that went on to win graded stakes races, a third of them Grade 1 winners.

No single metric adequately defines the most successful buyers. Earnings are certainly important and so is the ability to find horses that compete at the highest level. In 2019 Kenny ranked at the top of the buyers' ranks by the number of graded stakes winners. Kenny led the way by selecting 16 graded stakes winners.

### Curlin

Advised on the purchase of Curlin for \$57,000. The Colt subsequently won the Preakness Stakes, the second leg of the Triple Crown, as well as the Breeders Cup Classic. Curlin was twice named Horse of the Year and retired to stud with earnings of more than 10.5 Million.

*"I believe when you get someone new into the game, that you teach them. When you invest someone's money in this sport, it is important that you do it wisely."*

— Kenny McPeek

### Tejano Run

Purchased Tejano Run for \$20,000 for owner Roy Monro, and the colt went on to finish second in the Kentucky Derby. Tejano Run retired with earnings in excess of \$1 Million.

### Pure Fun

Selected by Kenny as a yearling at the Keeneland September Sale in 2011 for a modest \$22,000. She earned over \$487,000, winning the G1 Hollywood Starlet and the G2 Indiana Oaks. She was sold at the Fasig Tipton Sale for \$1.3 million.

### Take Charge Lady

Kenny purchased Take Charge Lady at the 2000 Fasig Tipton July Yearling Sale for \$175,000 and the filly turned out to be one of the fastest runners of her era, winning nine stakes races under the guidance of McPeek and retiring with earnings of \$2.4 million. She was sold as a broodmare in 2004 for \$4.2 million.

### Einstein

Kenny purchased Einstein while doing bloodstock work in Brazil. The colt was moved to the United States where he went on to win five Grade 1 races and earned \$2.9 million.

McPeek doesn't sugarcoat the difficulty that comes with buying, training, and racing a successful racehorse. He does, however, have a program in place that gives a horse every chance possible to win.

**"I'm not going to give prospective owners any notion this is easy at all," he says. "It's hard. But we're going to give them a fair shake and be forthright with all the details. We're completely transparent. There are no secrets."**

**Career Earnings \$104,846,036**

**Earnings 2022: \$9,318,452**

**Earnings Per Start \$8,340; 2022 \$17,716**

**Graded Stakes: 103 Wins and \$37,248,332 in Earnings**

**Stakes: 245 Wins and \$48,677,194 in Earnings**



### Triple Crown Highlights

- 1st Preakness Stakes - 2020 Swiss Skydiver
- 1st Belmont Stakes - 2002 Sarava
- 2nd Kentucky Oaks - 2020 Swiss Skydiver
- 2nd Kentucky Oaks - 2017 Daddy's Lil Darling
- 2nd Kentucky Oaks - 2002 Take Charge Lady
- 2nd Kentucky Derby - 1995 Tejano Run
- 3rd Belmont Stakes - 2012 Atigun
- 3rd Preakness Stakes - 2017 Senior Investment

### Breeders' Cup Highlights

- 2nd Juvenile Turf - 2021 Tiz The Bomb
- 2nd Juvenile Fillies - 2018 Restless Rider
- 2nd Dirt Mile - 2013 Golden Ticket
- 2nd Juvenile Turf - 2009 Bridgetown
- 2nd Juvenile Fillies - 2009 Beautician
- 2nd Juvenile Fillies - 2008 Dream Empress
- 2nd Juvenile - 2001 Repent
- 3rd Juvenile - 2018 Signalman
- 3rd Juvenile Fillies - 2015 - Dothraki Queen
- 3rd Juvenile Fillies - 2013 Rosalind
- 3rd Marathon - 2012 Atigun
- 3rd Juvenile - 2010 Rogue Romance
- 3rd Juvenile Fillies Turf - 2010 Kathmanblu
- 3rd Juvenile - 2009 Noble's Promise
- 3rd Juvenile Fillies Turf - 2009 House of Grace
- 3rd Juvenile Fillies - 2000 She's a Devil Due
- 3rd Juvenile - 1994 Tejano Run





# G1 Winners Trained

# G1 Winners Trained

## Swiss Skydiver

### Notable Career Wins:

- Preakness Stakes - G1, 1st (2020)
- Kentucky Oaks - G1, 2nd (2020)
- Beholder Miles Stake - G1, 1st (2021)
- Alabama Stakes - G1, 1st (2020)
- Toyota Bluegrass Stakes - G1 (2020)
- Santa Anita Oaks - G2, 1st (2020)
- Gulstream Park Oaks - G2, 1st (2020)
- Fantasy Stakes - G3, 1st (2020)

## Daredevil - Expo Gold, by Johannesburg

### Eclipse Award:

**2020 Champion 3-Year-Old Filly**  
**Career Earnings: \$2,216,480**  
**5th by Earnings - 2020**

**6th Filly to Ever Win Preakness Stakes**

**11th Filly to Ever Win Triple Crown Race**

Yearling Purchased by Kenny \$35,000  
 Sold as 4-yr-old \$4.7 Million



## Golden Ticket

Speightstown - Business Plan,  
 by Deputy Minister  
 Career Earnings: \$1,096,830  
 Earnings per start: \$52,230  
 55th by Earnings - 2012



**Career Highlights:** Travers Stakes - G1, 1st (2012)  
 Breeders' Cup Dirt Mile - G1, 2nd (2013)  
 Stephen Foster Handicap - G1, 2nd (2013)

## Hard Buck (BRZ)

Spend a Buck - Social Secret,  
 by Secreto  
 Career Earnings: \$1,073,674



**Notable Career Wins:** Breeders' Cup Handicap - G1 (2004)  
 River City Handicap - G3 (2003)

## Sarava

Wild Again - Rhythm of Life,  
 by Deputy Minister  
 Career Earnings: \$773,832  
 7th by Earnings 2002



**Notable Career Wins:** Belmont Stakes-G1 (2002)

## Harlan's Holiday

Harlan - Christmas in Aiken,  
 by Affirmed  
 Career Earnings: \$3,632,664  
 6th by Earnings - 2002



**Notable Career Wins:** Donn Handicap - G1 (2003)  
 Toyota Blue Grass Stakes - G1 (2002)  
 Florida Derby - G1 (2002)

## Tiz the Bomb

Hit it A Bomb - Tiz the Key  
 by Tiznow  
 Career Earnings thru 2022: \$1,056,401



**Career Highlights:** Castle & Key Bourbon Stakes - G2, 1st (2021)  
 Jeff Ruby Steaks Stakes - G3, 1st (2022)  
 John Battaglia Memorial Stakes, 1st (2022)  
 Breeders' Cup Juvenile Turf - G1 (2021)

## Rosalind

Broken Vow - Critics Acclaim,  
 by Theatrical (IRE)  
 Career Earnings: \$912,179



**Career Highlights:** Ashland Stakes - G1, 1st (2014)  
 Sheepshead Bay Stakes - G2, 1st (2015)  
 Alcibiades Stakes - G1, 2nd (2013)

## Eskimo Kisses

To Honor and Serve - Silver Colors,  
 by Mr. Greeley  
 Career Earnings: \$711,102



**Career Highlights:** Alabama Stakes - G1, 1st (2018)  
 Ashland Stakes - G1, 2nd (2018)  
 Fair Grounds Oaks - G2, 2nd (2018)

## Tejano Run

Tejano - Royal Run,  
 by Wavering Monarch  
 Career Earnings: \$1,166,842  
 Yearling Purchased by Kenny \$20,000



**Career Highlights:** Turfway Championship Handicap - G3, 1st (1997)  
 Widener Handicap - G3, 1st (1997)  
 Fort Harrod Stakes - G3, 1st (1996)  
 Kentucky Derby - G1, 2nd (1995)

## Noble's Promise

Cuvee - The Devil's Trick,  
 by Clever Trick  
 Career Earnings: \$1,193,376  
 39th by Earnings - 2009



**Career Highlights:** Dixiana Breeders' Futurity - G1, 1st (2009)  
 CashCall Futurity - G1, 2nd (2009)  
 Breeders' Cup Juvenile - G1, 3rd (2009)  
 Aristides Stakes - G3, 1st (2011)

## Crazy Beautiful

Liams Map - Indian Burn,  
 by Indian Charlie  
 Career Earnings thru  
 12/31/22: \$1,182,240



**Career Highlights:** Gulfstream Park Oaks - G2, 1st (2021)  
 Summertime Oaks - G2, 1st (2021)  
 Delaware Oaks - G3, 1st (2021)  
 Latonia Stakes, 1st (2022)  
 Alcibiades Stakes - G1, 2nd (2020)

## Daddys Lil Darling

Scat Daddy - Miss Hot Salsa,  
 by Houston  
 Career Earnings: \$1,335,305



**Career Highlights:** American Oaks - G1, 1st (2018)  
 Pocahontas Stakes - G2, 1st (2016)  
 Modesty Handicap - G3, 1st (2018)  
 Kentucky Oaks - G1, 2nd (2017)  
 Ashland Stakes - G1, 2nd (2017)  
 Queen Eliz II Challenge Cup Stakes - G1, 2nd (2017)  
 Alcibiades Stakes - G1, 2nd (2016)

## Take Charge Lady

Dehere - Felicity, by Rubiano  
 Career Earnings: \$2,480,377  
 11th by Earnings 2002  
 Yearling Purchased by Kenny \$175,000  
 Sold as 5-yr-old \$4.2 Million



**Career Highlights:** Overbrook Spinster Stakes - G1, 1st (2003)  
 Overbrook Spinster Stakes - G1, 1st (2002)  
 Ashland Stakes - G1, 1st (2002)  
 Kentucky Oaks - G1, 2nd (2002)

## Sweet Talker

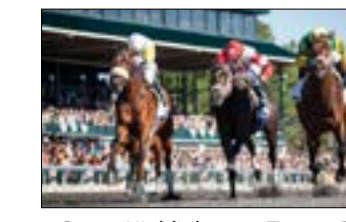
Stormin Fever - Another Vegetarian,  
 by Stalwart  
 Career Earnings: \$1,098,723  
 55th by Earnings 2005



**Notable Career Wins:** Queen Elizabeth II Challenge Cup Stakes - G1 (2005)  
 WinStar Distaff Handicap - G3 (2006)

## Java's War

War Pass - Java (GB),  
 by Rainbow Quest  
 Career Earnings: \$691,091



**Career Highlights:** Toyota Blue Grass Stakes - G1, 1st (2013)  
 Tampa Bay Derby - G2, 2nd (2013)  
 Dixiana Breeders' Futurity - G1, 3rd (2012)

## Notable Horses Kenny Purchased as Bloodstock Agent

### Curlin - Yearling Purchase

#### Career Highlights:

- Preakness Stakes - G1, 1st (2007)
- Breeders' Cup Classic - G1, 1st (2007)
- Belmont Stakes - G1, 2nd (2007)
- Kentucky Derby - G1, 3rd (2012)
- Jockey Club Gold Cup Stakes - G1, 1st (2008)
- Stephen Foster Handicap - G1, 1st (2008)
- Dubai World Cup - G1, 1st (2008)
- Jockey Club Gold Cup Stakes - G1, 1st (2007)



### Smart Strike - Sherriff's Deputy, by Deputy Minister

#### Eclipse Awards:

- 2008 Horse of the Year**
- 2008 Champion Older Horse**
- 2007 Horse of the Year**
- 2007 Champion 3-Year-Old Colt**
- Career Earnings: \$10,501,800**
- 1st by Earnings - 2007**
- 5th by Earnings - 2008
- Yearling Purchased by Kenny \$57,000



**Notable Career Wins:** Woodford Reserve Turf Classic Stakes - G1 (2009)  
 Santa Anita Handicap - G1 (2009)  
 Woodford Reserve Turf Classic Stakes - G1 (2008)  
 Gulfstream Park Turf Stakes - G1 (2008)

### Einstein (BRZ) - Yearling Purchase

Spend a Buck - Gay Charm (BRZ),  
 by Ghadeer (FR)  
 Career Earnings: \$2,945,238  
 11th by Earnings - 2009  
 19th by Earnings - 2008

*"From buying yearlings to having Grade 1 winners trained by Kenny and his staff, the experience has been nothing but first class and professional. Kenny and his barn are top notch and the communication is excellent. The horses receive the best of care and my partners and I have thoroughly enjoyed every minute of the process - from the sales ground to the racetrack and everywhere in between"*

- Kelly Collier, Livin the Dream Racing, LLC



## McPeek Racing

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