



CHURCHILL DOWNS

**Kentucky Derby Art  
Official Merchandise**

**Kentucky Derby Art  
Collectible Merchandise**

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### ARTIST CAPTURES DERBY FASHION IN 2009 OFFICIAL ARTWORK *New Merchandise Features Fashion Pieces*

LOUISVILLE, KY (February 4, 2009) It's a race to the finish in this year's exquisitely designed 2009 Official Art of the Kentucky Derby poster artwork by Atlanta-based artist Jeff Williams. The design depicts the final moments of the legendary race as six horses battle to the finish while stylishly dressed on-lookers cheer from "Millionaire's Row." More than just a horse race, the Kentucky Oaks and Kentucky Derby are as much about fashion as racing. This year's merchandise selection captures the elegance and style synonymous with these prestigious events.

"We chose Jeff Williams for his impeccable credentials and artistic vision," said Clare Jett, President and CEO of JettStream Productions, the official licensee of the Art of the Kentucky Derby. "He has captured not only the look, but the emotion of the Derby in his piece done in the unique Art Deco style."

Now in its eighth year as the official licensee of the "Art of the Kentucky Derby" series, JettStream Productions is coming off its most successful year in official merchandise sales. 2008 broke previous sales records with a whopping **\$299,000** increase -- nearly triple 2007 sales which also saw a significant increase (+ \$107,000) from 2006.

"We know our customer is the casual fan, who wants to purchase a memory of their **Derby experience**. By **expanding the artwork from posters into home party essentials** and accessories such as coasters and double old fashioned glasses we significantly increased our market."

A considerable favorite last year, was the new line of at-home party essentials including paper plates, cups, napkins and decorations all featuring the official Derby artwork.

"We were all so pleased with the tremendous success of the home party supplies. Derby fans all over the country were able to share in the fun, fashion and excitement at their own parties. We plan to grow the party goods line in a significant way this year," said Jett.

Jett Stream Productions is introducing new products to its extensive line of Derby and Oaks memorabilia. New products for 2009 include: a cosmetic bag/wristlet, wallet, coin purse, cosmetic/eyeglass case, and several fashion purse designs, all featuring the hat designs prominent on the official art of the Kentucky Derby poster artwork by Williams.

The all-over Derby and Oaks hats pattern was designed by creative director Pat Propes, who has been the creative force behind the "Art of the Kentucky Derby" products since JettStream took the reins in 2000.

The 2009 artist, Jeff Williams, has been painting since childhood, but received his formal training at the prestigious Art Institute of Atlanta. He honed his skills while in Europe where he began using stain washes -- a technique that has added more depth and intensity to his work. Williams is inspired by the flamboyant style of the Art Deco Period, using intricate patterns, lush rich colors and early 20th Century fashion and lifestyle pieces in his work. In 2007, Williams was honored as one of only 12 American artists chosen to participate in the Societe Nationale des Beaux-Arts Show at the Carrousel du Louvre in Paris. This was the first time in more than 100 years that an American artist received such an honor.

**JettStream Productions**, a Louisville, KY-based sport and events marketing company, is in its eighth year as the licensee for Churchill Downs' "Art of the Kentucky Derby" series, as well as the Churchill Downs Art Collection. The company is in its first year as official artist for the Westminster Kennel Club Show and the 2009 Gallopalooza including artwork and merchandise. JettStream Productions provides a variety of services to help clients create event branding and merchandising opportunities which provide additional revenues for any event or product.

**Merchandise photos available**

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