

PRESS RELEASE

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The Louisiana Derby road to the Kentucky Derby began with Black Gold in 1924. It would be 1979 Before his record of winning four derbies would be matched.

Black Gold Legacy, LLC. to Form – The Race Not Yet Won...

Richard W. Freeman, grandson of Rosa M. Hoots who owned the famous racehorse, Black Gold, will attend the Louisiana Derby on March 12, 2005, to help promote the start of Black Gold Legacy, LLC. "There is no better place to launch this new organization than here in Louisiana, where Black Gold began his illustrious career and went on to win four derbies that same year", Freeman states.

Accompanying Mr. Freeman will be his son, Christopher Freeman, daughter, Theresa Collins, and granddaughter, Michelle Freeman Macdowell.

In an interview {on In Season at Churchill Downs} Mr. Freeman announced to John Asher that a book and screenplay are forthcoming, chronicling the "real story" about Black Gold. Christopher Freeman adds, "Black Gold, known as the 'Indian Horse' is easily the most romanticized thoroughbred horse of all time. The rich and colourful history of the Osage, Rosa Hoots and her beloved Black Gold would make a great story line."

Richard Freeman will be available from 12:30 p.m. to 2:00 p.m. in the Fair Grounds Race Course gift shop on March 12, 2005, to autograph the historic photos, T-shirts, prints and ball caps recently developed to promote the Black Gold Legacy, LLC logo. The photos and wearable items will feature Black Gold and jockey J.D. Mooney in the historic Louisiana Derby race of 1924, as well as, the newly developed Black Gold Legacy, LLC logo.

"Our hope", Collins states, "Is that the awareness of Black Gold will be brought to the mainstream public, thus helping to advance the development of an authentic book and screenplay depicting Black Gold's true courage and spirit with which he lived his all too brief life."

Black Gold Legacy, LLC plans to donate a portion of the proceeds to help benefit educational programs for American Indian children in Oklahoma, where Richard W. Freeman was raised.

To reserve your Black Gold Legacy, LLC media Kit, please reply via FAX to: **1+720-367-5171**

Officially Licensed Black Gold Merchandise Available Soon... Visit:
www.blackgold1924.com