

**DANNY
O'BRIEN**
RACING





Shamus Award
2014, Australian Guineas



Shamus Award
2013, Cox Plate



Shameexpress
2013, Newmarket Handicap



Shamrocker (NZ)
2011, 150th AJC Australian Derby



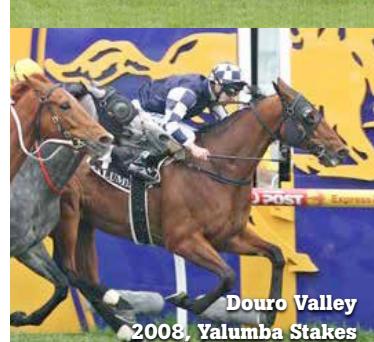
Shamrocker (NZ)
2011, Australian Guineas



Star Witness
2010, Coolmore Stud Stakes



Star Witness
2010, Blue Diamond Stakes



Douro Valley
2008, Yalumba Stakes



Absolut Glam
2008, Winter Stakes



Juste Momentte
2008, Sangster Stakes



Master O'Reilly
2007, Caulfield Cup



Valedictum
2005, Emirates Stakes



Glamour Puss
2005, Salinger Stakes



Demerger
2005, Adelaide Cup



Glamour Puss
2005, Goodwood Handicap



Porto Roca
2001, Coolmore Classic

rising dream

Welcome to Danny O'Brien Racing,

The dawn of a new day reminds you what is great about the world and that anyone can aspire to do anything. And as a horse trainer when you see the sun rise every morning it's not hard to dare to dream. That is the greatest gift that the horse racing industry allows all its participants - the dream. The hope, the anticipation, the desire, the excitement and the glory are all parts of this wonderful play and it is attainable for anyone involved who becomes an owner of a majestic thoroughbred.

It's impossible not to be engulfed by your racing dream. And it's not just your dream, it is shared with family, friends, colleagues and the racing public. We know that every horse may not reach the heights of a Group 1, but one thing we pride ourselves on at Danny O'Brien Racing is that the journey with your horse is enjoyable every step of the way.

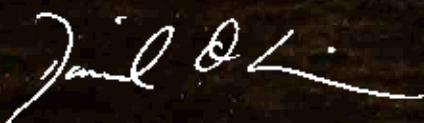
From the sale yards to our 13th Beach Training Centre and then our Flemington stable - horses in our care are provided the best facilities in the country. This gives us diverse training options that have been the driving force behind our recent successes, which includes three Group 1 winning colts now standing at stud within the past four years.

As a stable we have been lucky enough to race horses all over the world, however throughout all our travels, Australia remains clearly at the forefront of the sport. We have excellent prizemoney, a highly competitive, fair competition and racetracks that compare with any around the globe for both the horse and their owners. It's this environment that allows such a tremendous opportunity for people to race a horse in this country.

As a stable we are constantly reviewing our operations and interactions with our owners as we aspire to provide the best communication and racing experience bar none. Technology is continually evolving and we are not only using this to identify future stars of the track, but also bringing the inner sanctum of our stable, the training tracks and race day into your homes, office or wherever you may be as soon as it happens. We don't just confine the experience for our owners to the racetrack either, as we have an open door policy for owners and their friends to be able to drop in and see their horse at any time.

Every horse has a journey from sale yard to racetrack and we want our owners involved every step of the way. Whether it's in person or through cutting edge technology, you will be part of our team when owning a horse with us. This publication will give you an insight into our successful methods and bring you closer to how it all takes shape.

Live your racing dream with us, it will be a journey worth taking.



Danny O'Brien



danny chasing magic again

As the Magic Millions sale draws closer, Danny O'Brien has been busily visiting stud farms across the country to refine his shortlist as he searches for more Group performers from the iconic sale.

O'Brien will be out to improve on his excellent record at the Magic Millions sales having secured future stallions Star Witness and Ferocity, as well Group 1 winner Absolut Glam from previous drafts at the Gold Coast sale.

"Our owners have had a lot of success from our purchases at the Magic Millions Sale, and most have been very reasonably priced," Danny said.

Star Witness won the Blue Diamond and Coolmore Stakes at Group 1 level and was then sold to stud for \$10 million. Not bad for \$150,000 purchase. The daughter of Snowland, Absolut Glam cost the same as Star Witness and she went on to win the Group 1 Winter Stakes and numerous black-type events before being sold to stud for \$900,000.

While Ferocity, a \$100,000 yearling, won the Adelaide Magic Millions feature and the Ascot Vale Stakes, which is now known as the Coolmore Stakes, before being sold to stud for \$1.3 million.

Other success stories include Caulfield Cup and Mackinnon Stakes placegetter Barbaricus, who was picked up for just \$80,000 before winning connections more \$600,000.

"I love going back to the Coast each January as I have so many memories of finding nice horses for our clients and it's no coincidence that we buy a majority of our yearlings at this sale," Danny said.

Danny has already very active in two-year-old racing this season, which has been with Magic Millions Sale graduates including Group 3 Maribyrnong Plate winner Prompt Return and recent debutant city placegetters Mr Humphries and Ragazzo Del Corsa.

"You get so much more time with the Magic Millions horses given the sale is early in the New Year and they then are broken-in by the end of February," said Danny, when talking about how is able to get his Millions horse up and racing before Christmas.

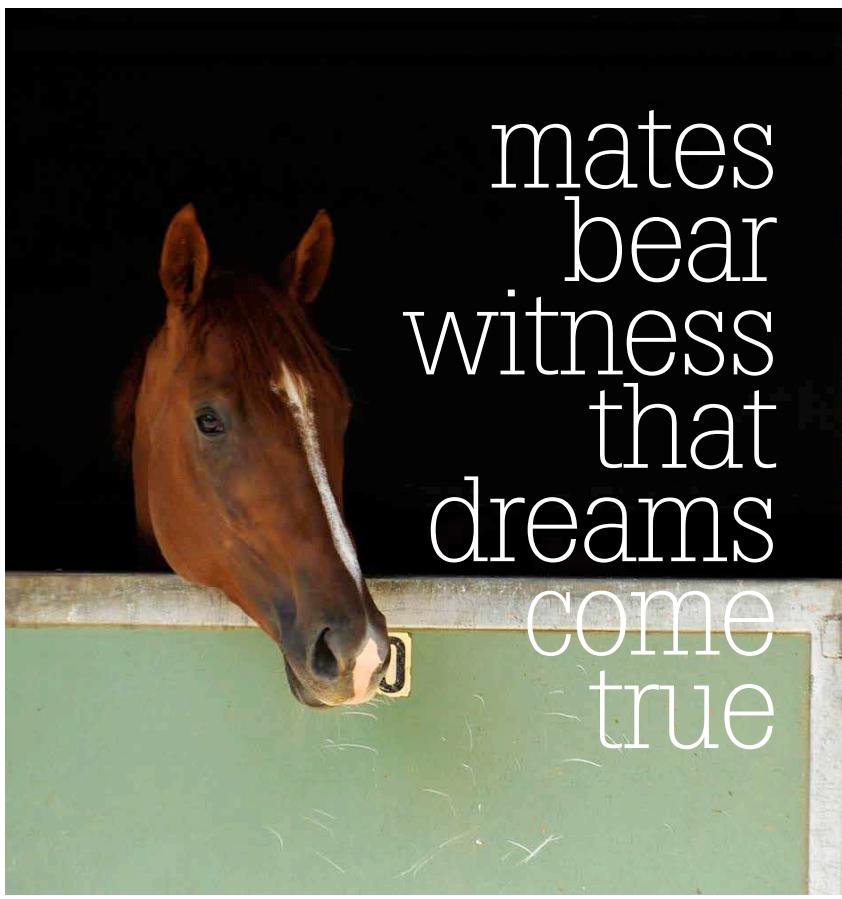
"It allows you to have given them a couple of decent preparations by the Spring and that's why there is no surprise that a lot of the early two-year-old runners are from this sale.

"This gives horses every chance to be experienced and seasoned enough to make it to the two-year-old features if they are good enough."

A major part of Danny's sales preparation is to see the yearlings in a more natural environment at their stud farms and then again at the sales.

"It allows me to see the style of horse they are and also see their attitudes before the sale. A big benefit is seeing their physical developments between each time you inspect them. This can work both positively and negatively, and it helps us decide which horses we want to bid on as you gain a more overall picture of the horse," the 44-year-old trainer said.

Perspective owners should note what Danny secures at the sale and then take a share in one of the youngsters because based on his track record you will give yourself a great chance for success.



mates bear witness that dreams come true

As Star Witness stormed from an impossible position to win the 2010 Blue Diamond, two grown men, who had been friends since their teens, cheered, hugged and wept tears of joy as a shared dream became a reality.

This moment in Mark Corvo and Tim Davis' lives, didn't quite measure up to their wedding days and couldn't compare to the births of their children, but one thing was for certain the replay of this race would be watched far more times in the future than any wedding and birth videos.

"That actual moment was a blur, we went from 'oh no he is going to run a nice third, to oh my god he has won!', " Corvo said. "The euphoria of the moment was unbelievable."

"From the moment Danny said, "This horse goes alright boys" it was a whirlwind experience that was unbelievable," Davis added. "Later that night I remember watching the replay and cheering him home again, turning to Mark and saying "Can you believe we own a Group 1 winner?".

Theirs was a friendship forged on the rugby fields of Canberra and the two have been inseparable since meeting as teenagers.

"A mutual friend introduced us and we ended up bonding. One thing we loved to do was hang out together and have a bet," Davis said.

These sessions turned into a desire to race a horse together and after years of talking about it, the pair took the plunge when the opportunity arose to take shares in a \$150,000 Magic Millions purchase with Melbourne trainer Danny O'Brien.

"Danny did such a good job with the horse, and he made every aspect of the experience enjoyable and made us and our families' part of the team," Corvo said.

After winning the Blue Diamond at two, Star Witness underlined his sire status as a three-year-old on Derby Day with a crushing win in the Group 1 Coolmore Stud Stakes. Following that win at the Melbourne Spring Carnival, the big stud farms starting circling and a deal was struck to buy the horse for \$10 million.

"When you first get into horses, you harbour dreams that your horse might win Group 1s and become a star, but deep down all you want to do is see your horse win, wherever it is," Davis said.



"Then the offers in the millions starting coming in, it was surreal. Next thing Tim and I find ourselves standing in the Royal Enclosure with our wives at Ascot Racecourse with our horse about to run, and the Queen was within shouting distance," Corvo said.

Those muddy winters days of slogging it out over a piece of pigskin must have felt like memories from another life as they stood in their tops hats and morning suits waiting for their horse to take on the northern hemisphere's best.

"We were disappointed to lose by such a small margin after getting bad luck [in the King's Stand], but let's be honest, to be in that setting, two mates from Canberra and our horse almost winning, it's something that will stay with our families for the rest of their lives," David said.

Both have now ventured into the breeding industry together as they kept shares in Star Witness when he was sold to Widden Stud. Their racehorse now continues to give them joy as his first progeny start to hit the racetrack.

"Every time we catch up there is always a moment when the conversation turns to Star Witness and it's awesome now for us to look at races all around Australia and ring each other and say did you see the Star Witness (progeny) in Perth at the trials? Or did you see the one Danny has?," Corvo said.

"It was a huge thrill seeing St Remy (the sire's first winner) salute at the Gold Coast. We were straight on the phone to each other and had the feeling like it was our horse that had just won," Davis said. "It really is a surreal story to think our first horse won Group 1s races and now his kids are running around. We feel immensely proud and it's like we are owners of all of them."

And this is a dream they will continue living for years to come.

embracing the new age of racing



Technology has led to improvements in every facet of society as we evolve. The past two decades has seen advances accelerate at an exponential rate with each development aimed at making our lives easier, sometimes cheaper and much more refined. As this occurs it was only a matter of time before racing could benefit from these improvements given how competitive the landscape is within the industry.

Flemington trainer Danny O'Brien is one trainer who is embracing new-age technologies and he credits the knowledge gathered from such advances as helping him win multiple Group 1 races including the Cox Plate and Newmarket Handicap.

"Through DNA testing, we are able to know what a horse's optimum distance is and with Shamus Award we knew from early on that he would be able to run out 2000m strongly, which went against his pedigree given Snitzel was considered a sprinting sire," Danny said.

In the Spring of 2012, Danny re-directed his sights with Shamexpress with instant Group 1 results on the back of this new information.

"We had just started in the Golden Rose and Guineas Prelude (both 1400m) with him and we were considering going to the Guineas then onto the Derby given he was by O'Reilly. However this technology had just became available and we were able identify him as a sprinter."

This knowledge allowed Danny to bypass the lure of those two Spring features and aim the New Zealand-bred at the Group 1 Coolmore Stakes on Derby Day.

"He ran third in that race before coming back in the Autumn to win the Newmarket at the highest level. If we didn't have this information and we pushed onto the Derby we could have severely hindered the horse's potential."

Danny said the technology was quite accurate in relation to distance markers and was being further refined, as more data is collected surrounding Australian racing, in relation to ability correlation in a horse's DNA make-up.

"We are testing some yearlings pre-sales and this will give us more information about each horse before they go through the sales rings."

Danny was one of the first trainers to use heart scan technology and is an advocate for as much information as possible before making any purchases.

"The amount of due diligence before a purchase is important. Businesses spend plenty of money before making any acquisitions and why should the horse industry be any different?"

"X-rays are the norm these days, as is scoping and now heart scanning is being widely accepted. DNA testing will end up being another layer of information at buyers' disposal that will be widely used in years to come."

Danny pointed out that technology didn't guarantee buyers landing a star horse, but it certainly helped improves their chances.

"The more information you have and then knowing how to prioritise that data can improve your chances of finding a good horse dramatically."

Danny uses this new information to compliment old-school selection philosophies such as yearling inspections to gauge a horse's gait and confirmation, and pedigree assessment.

"We still attempt to see the yearlings at least once, maybe twice before the sales as you need to see how they develop in the lead-up to the each sale. This information layered with the technology outputs is vital with the selection process."

It's no co-incidence that Danny has had a strong start to this two-year-old season given all his purchases where put through this stringent process.

However, Danny's use of technology doesn't stop with selection of yearlings with the 16-time Group 1 winning trainer incorporating a range of new-age techniques in his training regime once a horse enters his stable.

"There are so many things that have improved in our industry such as training surfaces, vet care, feed quality and now various training options," Danny said.

Searching treadmill workouts helps the O'Brien team gather data on the horses through lactate level testing and Danny uses altitude stalls at his Flemington and 13th Beach training facilities.

"All endurance athletes throughout the world use altitude in their training regime and given the similarities between human and horse cardio-vascular systems, adding this into your horse's training program can only help performance."

"We are lucky to train at the premier metropolitan training centre in the country and this complements our private training facilities at 13th Beach just outside of Barwon Heads."

"We are confident that every horse that enters our system will have had the best chance to reach its full potential thanks to our selection processes and training options."



danny leaving strong breeding legacy



Racing in Australia is engrained in our culture. Whether it's born out of a love of the punt or the animal itself, everyone in the country has been interested in the sport even if it is only for the Melbourne Cup each year.

It's built into the fabric of our nation and if a person hasn't directly owned at least one hair of a thoroughbred, they would know someone who has.

Racing is romantic and those who have entered into the realm of ownership have entered harbouring dreams that anyone can own a great horse and their hope is that their purchase develops into a star of the turf.

That dream is underlined by the hope that their colt could be the next big stallion in the breeding industry with the price tag to match.

In past five years, Danny O'Brien has been the trainer that has made that dream a reality for many of his owners having seen three of his protégé head to stud on the back of multi-million dollar deals.

Star Witness, Shamus Award and Shamexpress have won some of the most iconic events on the racing calendar including the Blue Diamond, Coolmore Stakes, Cox Plate, Australian Guineas and the Newmarket Handicap.

These races are the Group 1s that owners of colt pray their horse can win as victory guarantees a future commercial breeding career. With that usually comes the big money offers from Stud farms throughout Australia and New Zealand.

What is Danny's secret? "Our training environment at Flemington and more importantly Barwon Heads allows our horses to be happy and produce their best, having a city and beachside environment is critical in keeping this balance," Danny said.

"There is a fine line between a horse that is focussed and one that starts to let his concentration wander and the key is to keep them happy and concentrating on racing. Otherwise they will never reach their potential and that difference can end up being quite substantial for connections."

Earlier in his career, Danny also oversaw the career of Ferocity, who won a Magic Millions feature and the Ascot Vale Stake before heading to the breeding barn. However, Danny not only had enviable results with his colts, he also has a stunning record through the progeny of the mares he has trained.

His first Group 1 winner Porto Roca, who won the 2001 Coolmore Classic, is the dam of Monterosso winner of the world's richest race in 2012, the \$US10 million Dubai World Cup. Danny also trained Star Witness' mum Leone Chiara, while he has had great black-type success with Shopaholic and Spending who are out of the highly talented Splashing Out, who was placed at Group 1 level and won a Group 3 for the trainer.

"We want every filly that we train to make it through to black-type racing as this will allow our owners to maximise their return through breeding themselves or by selling them as broodmare prospects."

"It's quite fulfilling personally to watch the progeny of horses that I have trained perform well and I take great pride in this as I feel I have played a significant part in their story."