

**FOR IMMEDIATE RELEASE**  
**October 16, 2017**

**Crown Jewel of Kentucky Thoroughbred Farms – “Adena Springs” Hits  
International Marketplace. Global Sales Consultants – “Icon Global Group”  
Selected to Market and Sell \$75M Stellar Breeding Complex**

**DALLAS, TEXAS** --- “Adena Springs”, is a picture book perfect thoroughbred racehorse farm and breeding complex on the edge of famed Lexington, near Paris, KY. The pristine 2,250 acre plus Adena Springs is the mastermind of Frank Stronach – the Austrian born, Canadian resident billionaire and horse racing entrepreneur who founded the powerhouse racing industry cornerstone “The Stronach Group”. Stronach is also the founder and honorary chairman of Magna International Inc., the world’s most diversified automotive supplier.

Stronach last week announced the family and group’s decision to sell the farm as part of a strategic repositioning of investments and redistribution plan of certain assets and bloodstock operations aimed at augmenting the California and Maryland racing markets.

Stronach today named the appointment of international real estate advisor Bernard Uechtritz and Uechtritz’ Icon Global Group ([www.Icon.Global](http://www.Icon.Global)) based in Dallas, Texas to take the farm to the global marketplace. Australian Uechtritz is a 30-year veteran of real estate sales who specializes in the marketing, sale and management of unique one of a kind properties.

Frank Stronach said, “After an extensive search and thorough analysis, we are extremely pleased to have Mr. Uechtritz and the global reach and resources of his talented team represent Adena Springs in finding the perfect buyer for our magnificent property.”

In 2016, Uechtritz led the record breaking marketing and global sale campaign of the \$725 Million W.T. Waggoner Ranch whose 535,000 acres stretched across six

Texas counties and nearly 800 square miles. (Like Stronach, W.T. Waggoner was also at one time a thoroughbred horse breeder and racetrack owner of Arlington Downs near Dallas.)

Uechtritz is founder of the Icon Global Group affiliated with Sotheby's International Realty and the Briggs Freeman franchise in Dallas, Texas. Icon Global currently represents six of the highest priced ranches in Texas ranging from \$34 Million to \$250 Million, as well as many niche market and high net worth celebrity owned properties such as NFL Hall of Famer and Fox Sports Host Terry Bradshaw's Circle 12 ranch near Dallas.

Uechtritz said, "To represent the stunning and legendary Adena Springs and Mr. Stronach is truly a privilege. It is early days, and we have yet to release full details, the farm collateral or even complete the data room for prospect due diligence; however, due to Frank's making the decision public we are already in discussions with early interest."

"Our on the ground team and cornerstone alliances are in place with Ken Donworth and the management team of Bluegrass Sotheby's International Realty, who will bookend our international campaign. We will also be working with Joe Riddle of Rector Hayden on a potential subdivision component which has received interest."

"The fact is, whomever is fortunate enough to be the next owner of this incredible horse farm will be in effect receiving a privileged baton and legacy of success, while making a bold statement of ownership, interest, care and professional commitment to one of the world's oldest and most exciting sports."

"This is a farm well suited to the most private international clients who wish to own a highly competitive full-service breeding complex, whilst retaining privacy and exclusivity of day to day operations outside of the traditional cluster of other farms and inquiring eyes closer to Keenland" ---END

*Videos, photos and interviews are available, please contact Will Beuck @ 214-855-4000 or [wb@icon.global](mailto:wb@icon.global).*

### **About Adena Springs**

Adena Springs is one of the world's leading Thoroughbred horse breeding operations, the winner of numerous national and international awards for excellence in breeding. Some of the world's

greatest Thoroughbred champions were sired at Adena Springs, the breeding and training operation of the Stronach family, with stables in Kentucky, Florida and Ontario. Our stables have produced more than 200 individual stakes winners over the years, including numerous Breeders' Cup champions as well as winners of the Preakness Stakes and Belmont Stakes. In addition, our stables have won 12 Eclipse Awards, the highest Thoroughbred horse racing honor in the US, including the Eclipse Award for Outstanding Breeder a record eight times, and the Eclipse Award for Outstanding Owner on four separate occasions. The breeding operations stand as a testament to the Stronach family's commitment to quality bloodlines and uncompromising standards for first-class breeding and training.

### **About The Stronach Group**

The Stronach Group (TSG) is an industry leader in world-class horse racing, entertainment and pari-mutuel wagering technology. Within our portfolio of racing and gaming businesses, the Company holds some of the greatest brands in the industry, including: Santa Anita Park, "The Great Race Place"; Pimlico Race Course, home of the legendary Preakness Stakes; Gulfstream Park, one of Florida's newest entertainment destination centers and home to the \$16-million Pegasus World Cup Invitational, the world's richest thoroughbred horse race; Laurel Park; Golden Gate Fields; Portland Meadows; and Rosecroft Raceway. TSG is an industry leader in pari-mutuel technology through its subsidiaries AmTote and Xpressbet and is a major distributor of horse racing content to a global audience through Monarch Content Management. The award-winning Adena Springs is the breeding and training facility of The Stronach Group with stables in Kentucky, Florida and Ontario. For more on The Stronach Group, visit [www.StronachGroup.com](http://www.StronachGroup.com).

### **About Icon Global Group**

International real estate advisor Bernard Uechtritz and his Icon Global Group [www.Icon.Global](http://www.Icon.Global) are specialists in the marketing and sale of unique ranches and one of a kind properties. They are the leading ranch and specialist property sales group of Briggs Freeman Sotheby's in Dallas as well as Sotheby's International Realty Worldwide.

### **About Bernard Uechtritz.**

In 2016 Uechtritz successfully led the record breaking worldwide marketing and sales campaign of the largest sale in US ranching history, the W.T. Waggoner Ranch. The \$725 million dollar listing was also the highest sale ever recorded in the history of Sotheby's International Realty Globally. Uechtritz is recognized as the record holding sales associate of Sotheby's International Realty among more than 21,000 sales associates, in 900 offices and over 68 countries' Worldwide. He is a member of the top 40 sales associates network group nationally and a founding member of the Global Farm and Ranch network. With a career spanning 30 years selling exclusive, unique and often difficult real estate he is known as the "Go to Can Do" fixer of formidable deals. He lives in Dallas Texas.

### **About Briggs Freeman Sotheby's International Realty**

Briggs Freeman Sotheby's International Realty is a luxury brokerage headquartered in North Texas. Its award-winning agents, serving clients from offices in Dallas, Fort Worth, Southlake, Lakewood, Uptown, The North and The Ballpark, achieved a record-breaking sales volume of \$3.2 billion in 2016. Independently owned and operated by president and CEO Robbie Briggs, the firm specializes in the purchase and sale of significant properties, from historic and contemporary to waterfront, ranch and land. The company's deep-rooted connections, superior marketing resources and global strategies, as part of the \$95 billion Sotheby's International Realty network, bring the extraordinary to every client. Its [www.briggsfreeman.com](http://www.briggsfreeman.com) website is a cutting-edge portal for properties, neighborhoods, schools, virtual tours and more.