

Finally ... someone has put it all together.

9 1/2 Phillips Rating...the highest ever awarded.

CAN YOU HANDLE THE TRUTH?

MOST HORSEPLAYERS LOSE MONEY

In pari-mutuel wagering, you are not playing against the track. You are playing against the other horseplayers. You are trying to take their money and they are trying to take yours. To cover the track takeout and make a profit, you must handicap better and wager smarter than your competition. And, more and more of your competition are taking advantage of new, state-of-the-art electronic handicapping data and computer handicapping software. **ALL-Ways software is such a 'new age' handicapping tool. ALL-Ways can help you get the edge you need to keep up with and to beat your competition.** ALL-Ways includes 87 comprehensive handicapping factors, most of which are not in the hands of the public. These factors cover each horse's suitability to the distance and surface, current form, class level, ability to handle the probable pace and speed demands of the race as well as jockey, trainer and pedigree considerations. Having better information than your competitors is key to being able to handicap better than they do.

NEVER BET AGAINST A LEGITIMATE FAVORITE

"NEVER" BET ON A LEGITIMATE FAVORITE

To be a profitable handicapper, your primary job is NOT to find the winning horse. Your job is to find the horse(s) that will most likely beat the public favorite. Think about this! If you are betting on favorites or if you are betting against legitimate favorites, chances are you are not making money at the track. Consider this: We used the Track Payoff Analysis in ALL-Ways to see what happens to Exacta and Trifecta payoffs based on the odds of the winning horse. We examined about 16,000 races run at ten different tracks. If the winner paid even money or less, the Exacta and Trifecta payoffs averaged \$23 and \$160 respectively. If the winner paid 5 to 2 or less, the averages increased to \$37 and \$263. If the winner paid 3 to 1 or more, the averages increased to \$160 for Exactas and \$1,462 for Trifectas.

If you look at the same information as other handicappers, chances are you will, more often than not, accept the public favorite as legitimate. But, if you use ALL-Ways software, you will have the tools you need to identify false favorites, and that is absolutely key to making money at the track.

"THE CURSE OF THE LEGITIMATE FAVORITE"

Visit our Web site at www.frandsen.com and look at our July 2003 Newsletter (#30) to read this powerful article ... FREE!

MOST RACES ARE SIMPLY NOT PLAYABLE

Most successful players will tell you they typically get 1, 2 or 3 plays on a full race card. This is one reason why simulcast wagering, including account wagering from home, has become phenomenally popular. Playing one to three races on a card at multiple tracks gives you lots of action and helps keep you disciplined to play only the races you should be playing. **ALL-Ways software is a simulcast and account wagering players dream come true.** ALL-Ways gives you the tools to handicap multiple tracks fast and effectively. Also, ALL-Ways software automatically handicaps differently and appropriately for each type of race at each track you play, even taking into account the prevailing track bias and the pace scenario in the race. **ALL-Ways handicapping is both race type and race track specific.**

There is more: ALL-Ways revolutionary Custom Card™ capability let's you define the kinds of races you want to play and then have Custom Card search all race cards being run at all tracks in North America and construct a custom race card made up of just the races you like to play at just the tracks you like to play. You can even specify how much pace pressure you want in the races such as races with lone front runners and/or races with a lot of early pace pressure that may set up for high priced closers.



FREE PAST PERFORMANCE REPORTS

The ALL-Ways data file drives your ALL-Ways software. It will also print out the wildly popular BRIS Ultimate Past Performances in the familiar racing form format ... **absolutely free and one or two days before the race day and in the comfort of your own home. Wow!**

LARGE PROFITS REQUIRE PLAYING EXOTIC WAGERS

If you want to make big money at the track, you will probably need to play the so called Exotic Wagers (Exactas, Trifectas, Daily Doubles, Pick 3s, etc.). Here comes ALL-Ways software to the rescue again. ALL-Ways software pays as much attention to identifying place, show and 4th place horses as it does win horses. **ALL-Ways even recommends Key Horses for your wagers and has wagering analysis tools to help you construct your wagers.**

YOU DO NOT NEED TO BE A COMPUTER EXPERT TO HANDICAP WITH ALL-WAYS SOFTWARE

ALL-Ways software was designed by handicappers ... for handicappers. It was not designed for computer gurus. And, unless you want to, you do not need to take a computer to the track. Just print the ALL-Ways handicapping reports and take them with you to the track.

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