

Consigned by Gainesway, Agent II

# Marketsegmentation



**Marketsegmentation . . . . .**  
Dark bay/br. mare;  
foaled 2019

{	American Pharoah . . . . .	{	Pioneer of the Nile . . . . .	{	Empire Maker
			Star of Goshen		
			Little Princess Emma . . . . .		Yankee Gentleman
					Exclusive Rosette
	{	{	Lonelily (IRE) . . . . . (2011)	{	Medaglia d'Oro . . . . .
					El Prado (IRE)
					Cappucino Bay
					Storm Cat
					Mr. P's Princess

**By AMERICAN PHAROAH (2012), \$8,650,300, horse of the year, champion twice, Triple Crown. Sire of 6 crops, 49 black type winners, \$66,731,852, including Cafe Pharoah [G1] (\$5,447,518, champion), Skygaze [G3] (champion), Riff Rocket [G1] (\$2,298,771), As Time Goes By [G1] (\$955,600), Harvey's Lil Goil [G1] (\$899,172), Above the Curve [G1].**

### 1st dam

LONELILY (IRE), by Medaglia d'Oro. Placed at 3 and 4, \$29,884. Dam of 4 foals of racing age, 4 to race, 3 winners, including--

**MARKETSEGMENTATION** (f. by American Pharoah). Black type winner, see || below.

Shonan Gallo (c. by Mendelssohn). Winner at 3 and 4, 2024, 21,200,000 yen in Japan. Total: \$149,478.

### 2nd dam

EMPRESS OF FRANCE, by Storm Cat. 2 wins in 4 starts at 4, \$9,260 in N.A./U.S.; placed at 3, 6,387 euro in Ireland. Total: \$18,749. Sister to **KAMARINSKAYA**. Dam of 3 other foals to race, including--

Suppressor. Placed at 2 in England.

Imperatrice. Unraced in Ireland. Dam of 1 foal to race--

**Waldora** (f. by Waldgeist-GB). Winner at 3, 2024, 21,750 euro in France, 3rd Prix Madame Jean Couturie [L]. Total: \$23,937.

### 3rd dam

MR. P'S PRINCESS, by Mr. Prospector. Unraced. Sister to **Excavate [G2]**; half-sister to **DESERT WINE-G1** (\$1,618,043), **MENIFEE [G1]** (\$1,732,000, leading sire 7 times), **ARSAAN, Dupree**. Dam of 6 winners, incl.--

**FASLIYEV**. Winner in 1 start at 2, 35,730 pounds in England, hwt, Coventry S. [G3]; winner in 1 start, 121,959 euro in France, hwt, Prix Morny [G1]; 3 wins, 167,161 euro in Ireland, hwt, Phoenix S. [G1], etc.; European champion at 2, hwt colt on European Free H. Total: \$366,473. Sire.

**KAMARINSKAYA**. Winner, Irish 1000 Guineas Trial S. [G3], etc. Producer. **Maderno**. Winner at 3 in Ireland; placed in 1 start in England, 3rd Greenham S. [G3]; winner, \$1,757,850 (HK) in Hong Kong. Total: \$246,273.

Butterfly Cove. Unraced. Dam of **MISTY FOR ME (IRE) [G1]** (hwt at 2, hwt at 9 1/2-11 fur in Ireland, hwt in France, Total: \$1,124,364), **BALLYDOYLE (IRE) [G1]** (hwt, Total: \$538,223), **TWIRL (IRE)**. G'dam of **U S NAVY FLAG [G1]** (hwt 3 times, Total: \$1,341,752), **ROLY POLY [G1]** (Total: \$939,537), **COVER SONG [G3]**; **RED RIDING HOOD [G3]**; etc.

**Race Record:** At 2, one win in 1 start; at 3, one win, once 2nd in 2 starts; at 4, three wins (New York S. [G1], BEL, \$330,000, Beaugay S. [G3], BEL, \$96,250, Sand Springs S. [L], GP, \$89,280), once 3rd (Endeavour S. [G3], TAM, \$15,000) in 5 starts; at 5, unplaced in 1 start. Totals: 5 wins, once 2nd, once 3rd in 9 starts, earned \$673,050.

**Last mated** April 10, 2024 and **BELIEVED TO BE PREGNANT** to-- **INTO MISCHIEF (2005)** (Harlan's Holiday--Leslie's Lady), [G1] \$597,080. **Leading sire 5 times. Sire of 13 crops, 160 black type wnrns, 7 champions, \$191,927,283, including Authentic [G1] (\$7,201,200), Pretty Mischievous [G1] (\$2,112,560), Gamine [G1]-ntr and Life Is Good [G1] (\$4,541,700).**