



For Immediate Release

July 30, 2009

**40 Goal Polo! HorseTV and Universal Sports Announces Live Internet and Television Coverage of Argentine Open Redux: The Revenge Match - Featuring Two of the Best Polo Players in the World: Adolfo Cambiaso and Facundo Pieres**

**World's Top Two Teams Meet in Deauville, France for a Rematch of the 2008 Final - Live Coverage Begins this Saturday at 8:45 a.m. ET**

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Dallas, TX -- The two greatest polo teams in the world will meet this Saturday on the fields of Deauville, France, in the Argentine Polo Open Redux: The Revenge Match, a rematch of the 2008 Argentine Polo Open Championship final in Buenos Aires last December.

[HorseTV](http://HorseTV.com) and Universal Sports have partnered up to provide free Internet and television coverage of this rare and exciting event. Both teams participating have the maximum 40-goal handicap, and all players have a 10-goal rating.

Live online and television coverage of the match-up between rivals La Dolfina and Ellerstina will begin at 8:45 a.m. EST (5:45 a.m., PST, 6:45 a.m. MST and 7:45 a.m. CST). This collaboration between Universal Sports and Horse TV marks an important step in live coverage of polo in the United States, providing North American fans the first opportunity to watch live high goal polo on both the Internet and television.

[HorseTV.com](http://HorseTV.com) will be providing live access to this extraordinary polo match at no cost to viewers starting at 8:45 a.m. Eastern Standard Time, Saturday morning.

Universal Sports will also present delayed television coverage of the match on Saturday at Noon EST (9am PST, 10am MST, 11am CST), with repeats on Wednesday, August 5, at 1 a.m. EST and Sunday, August 9, at Noon EST.

The Revenge Match from Deauville, France, will receive unprecedented coverage with broadcasts in the United States, Europe, Latin America and Asia. The event is a rematch of the 2008 Argentine Polo Open Championship in which Ellerstina bested La

rematch of the 2008 Argentine Polo Open Championship in which Ellerstina beat La Dolfina, and promises to be exceptional, featuring eight out of the ten best players in the world, led by polo stars Adolfo Cambiasso and Facundo Pieres. This event marks the start of Deauville's Polo Cup week and season, with the Argentinean season beginning in two months.

HorseTV, the first and only multi-platform television network dedicated to providing programming for a worldwide equestrian audience, will be providing on-going coverage of more outstanding polo matches and other major equestrian events and competitions as it expands the HorseTV Live component of its equestrian television portal.

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**About HorseTV:**

HorseTV is the first and only multi-media network dedicated to the worldwide equestrian industry. The company's goals are to serve and aggregate not only horse-oriented viewers, but also to serve as a gateway to the world of horses by attracting mainstream, family-oriented audiences with new and current equestrian sports and lifestyle programs. By promoting the equestrian industry on a global basis, the company provides an aggregation of viewers to worldwide advertising and sponsorship opportunities, further promoting the horse and enhancing equestrian sports and lifestyles. HorseTV addresses these goals by creating, acquiring and affiliating with reliable and accessible multi-media platforms to provide world-class programming covering all horse sports, events, disciplines and breeds.

For more information:

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**ABOUT UNIVERSAL SPORTS:**

Universal Sports, a partnership between NBC Sports and InterMedia Partners, serves as the preeminent multiplatform destination for Olympic-related and lifestyle sports programming available on television and online. Universal Sports is now available in 56 million homes and in nine of the top 10 DMAs including New York, Los Angeles, Chicago, Philadelphia, San Francisco, Dallas-Fort Worth and Washington, D.C. Recent expansion includes launches in Atlanta, Houston, Miami, Denver, Portland, and Jacksonville. Major world championship and Olympic qualifying events found on Universal Sports range from track and field, skiing, swimming, gymnastics, marathons and cycling, to volleyball, rowing, triathlon, fencing, speed skating and martial arts. UniversalSports.com delivers an immersive experience via live and on-demand competition coverage, interaction with top athletes through blogs and in-depth access to Olympic sports news and information year round. For more information on the availability of the Universal Sports 24-hour television channel, please visit UniversalSports.TV.

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