



HorseTV Announces a New Lead Investment and Restructure

Dallas, Texas

March 12, 2008 - The HorseTV Channel has been acquired by a new investment group led by Texas-based Australian businessman, Bernie Uechtritz. The new group acquired the assets of HorseTV Media Group and moved the corporate headquarters to Dallas, Texas. With new ownership, the management and operation of a new HorseTV is in the first stages of turnaround, with a new shareholder group structure, board, and senior management team now in development.

Uechtritz stated, "Horse TV as a brand is not just a good brand, it's a great brand, the world over. In any language, two words and two images, the horse and TV, are completely understood. The horse is universal in its appeal, nobility and acclaim, whether you own one, or have never touched one.

"The concept of HorseTV is not a great concept, it's an incredible concept, globally, whose time has come, regardless of whether it's driven by traditional, cable, or broadband (iTV) distribution systems. Both research and an overall cultural return to rural lifestyles and the simplicities of family fare attest to this.

"There exist a number of industry, distribution, and institutional investors from across the U.S., Australia, the Middle East and Europe who also recognize the need and opportunity. We are currently engaged in discussions with principles that we think would be the right fit and who share our vision of the necessary balance between the horse industry, its lifestyles and its commercial appeal on a global platform," added Uechtritz.

"The world equestrian industry offers significant opportunity for aggregation; accordingly there are some mergers and acquisitions in process and on the radar at HorseTV.

"The opportunity we present with HorseTV for the horse industry globally is to finally create and secure a uniform, reliable and accessible multimedia platform as well as a forum for every breed, sport, event and discipline. Every cause will have a voice, but, most critically, also an opportunity to unite and perform as an industry with mainstream appeal. Our platform will be inclusive, not exclusive. Our success will be the result of the right resources and mass collaboration. It's our belief, that we have access to all of this through the global rise and popularity of the horse world and its lifestyles, as well as current technology and new entertainment that is family oriented."

Uechtritz, whose family originates from Papua New Guinea, is a renowned international polo Lacrosse (polocrosse) and polo player. In 2007, Uechtritz came to the aid of RFDTV, (which also carries horse programming) at a critical moment prior to its signing of Imus, when Uechtritz successfully sourced bridge funding for that company's operations. He is also the lead investor in several other synergistic multimedia and lifestyle properties.

For more information, please email news@horsetv.com.

About HorseTV:

HorseTV is the first and only multi-media network dedicated to the equestrian industry worldwide. The company's goals are to serve horse-oriented viewers while also attracting general, family-oriented audiences with new and current equestrian lifestyle programs, and to expand the awareness, interest and the population of horse people worldwide. Promoting the equestrian industry on a global basis, HorseTV addresses its goal by creating, acquiring and affiliating with reliable and accessible multi-media platforms and world class equestrian programming to provide reach for every horse sport, event, discipline and breed.

For more information:

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About Nicker Communications, LLC:

Nicker Communications, LLC creates, produces, distributes and syndicates equestrian and horse-related television programming . It is also a direct-to- consumer retailer of horse-related electronic and print media, including but not limited to DVDs, books, software, games, art and other equestrian lifestyle consumer products. The company utilizes Internet-based technologies blended with traditional retail-to- consumer distribution methodologies. It serves the equestrian world by providing a growing archive of equestrian and horse-related on-demand video content through its website, www.NickerNetwork.com.

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