



HorseTV and NickerNetwork Harnessed Together

Dallas, Texas

April 22, 2008 - HorseTV, the first and only multi-media network dedicated to the equestrian world, has announced its partnership with NickerNetwork.com, the new on-demand television destination for horse people on the Internet.

Bernie Uechtritz, leading the new investment group for the revitalized HorseTV, announced the agreement with NickerNetwork, as a part of the first phase in the repositioning and launch of the HorseTV franchise.

"We see NickerNetwork performing as a vital entertainment and informational service for horse lovers as the destination for all types of video programming about horses on the internet. Nicker is an amazing accomplishment and milestone for the horse industry. It serves as the ideal partner for our properties, including several initiatives poised for release," said Uechtritz.

The upcoming HTV re-launch will specifically encompass the current and leading edge of European, North American, Asian and Australian world class events, with additional programming specifically created and acquired to be relevant and attractive to a general television viewer.

"A core and vital purpose of the new HorseTV initiatives will be to attract, convert and retain mainstream audiences worldwide, which in turn will expand and revitalize the power of our industry," Uechtritz added.

Once limited to conventional cable and DBS distribution models, HorseTV now presents two equestrian media entities, HorseTV and NickerNetwork, on global broadband platforms to reach both the horse-oriented and mainstream audiences throughout the world.

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:

www.HorseTV.com

972-633-1133 phone

972-578-0675 fax

news@horsetv.com

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.

-ENDS-