



HorseTV and NickerNetwork Deliver The Badminton Horse Trials

First 40 minutes Complimentary to the Worldwide Internet Audience

Dallas, Texas

April 28, 2008 - Beginning May 2, 2008, HorseTV, the first and only multi-media network dedicated to the equestrian world, will offer video of the Mitsubishi Motors Badminton Horse Trials. Under an arrangement with Horsecworld, the official streaming media partner for this event, live and on-demand programming from Badminton will be available on both HorseTV (www.horsetv.com) and NickerNetwork(www.nickernetwork.com).

"We are delighted that we have the opportunity to bring the prestigious Badminton Horse Trials to a worldwide equestrian audience via the Internet. Our collegial understanding with Horsecworld in facilitating this carriage is well appreciated," said Bernie Uechtritz, head of the investment group for HorseTV.

"Offering a 'no charge' trial of this event is highly consistent with our goal of serving the worldwide equestrian audience while we also provide a platform of easily accessible world class equestrian events to attract and interest future horse aficionados from the general audience," added Uechtritz.

The first 40 minutes of Internet broadband viewing will be made available at no cost during the event. After that period, continued viewing throughout the remainder of the competition, streaming or selected from an on-demand listing of events, is available for the low price of approximately U.S. \$.05 per minute.

Coverage begins May 2nd . So visitors can plan their viewing, the schedule for The Badminton Horse Trials on HorseTV.com and NickerNetwork.com will be posted on both sites by April 29th .

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

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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.

About Horseworld:

Horseworld is a brand new equestrian sports media, entertainment and leisure company, dedicated to bringing the best equestrian action and entertainment to fans throughout the world. From new Internet channels, live events, shows and exhibitions plus a new generation of equestrian performance, entertainment and leisure locations in the UK and abroad. Horseworld aims to meet the growing needs of the committed horse lover and bring new audiences to experience the amazing world of horses.

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