



HorseTV UK AFFILIATE HORSEWORLD TITLE SPONSOR AT 2008 DRESSAGE AT DEVON:

First of Many Major U.S. Events on the Horseworld Worldwide Agenda

Dallas, Texas

September 30, 2008 - Horseworld, the multinational equestrian media and entertainment conglomerate, and the UK/Dallas-based affiliate of HorseTV and NickerNetwork, announced today that its pilot program in providing 2008 title sponsorship of Dressage at Devon, one of the country's most respected dressage events, was successful beyond its expectations.

Horseworld founder, Toby Vintcent, commended the Dressage at Devon show executives and staff for their professionalism and flawless execution in the management of the prestigious equestrian event. Texas-based Australian businessman Bernard Uechtritz, Chairman and U.S. Managing Principal, said, "Dressage at Devon was our first major U.S. event sponsorship and we couldn't have been more pleased."

Uechtritz added, "The executive teams of Horseworld and Select Media, Inc. (DressageClinic.com) and the Dressage at Devon group worked together seamlessly to deliver a perfect 10 in this first effort out the gate on our U.S. event agenda."

Jim Hall, CEO of Dressage at Devon, noted, "We are very happy with Horseworld's commitment and support, and are looking forward to its television coverage and long-term involvement here at Devon, especially as we approach 2010, as well as our 35th anniversary. We are pleased that Horseworld elected to chose Dressage at Devon for its first major U.S. equestrian sponsorship, and look forward to a long and mutually beneficial association."

Horseworld is a unique, first of its kind, global equestrian sports media, entertainment and leisure company, dedicated to bringing the best equestrian action and entertainment to enthusiasts and the general public throughout the world. It will utilize multi-platform television and Internet channels to bring live events, shows and exhibitions to a new generation of equestrian performance, entertainment and leisure locations worldwide. Horseworld will meet the growing needs of the committed horse lover, develop new audiences and bring international sponsors to the amazing world of horses in almost every language.

HorseTV and NickerNetwork are both properties of a Dallas-based investment group focusing on the development and growth of equestrian multimedia companies.

Horseworld, Ltd. is headquartered in Dallas, Texas and London, England .

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.

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NickerNetwork 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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