



## **BlueRun Signs Original Programming Deal with HorseTV**

Los Angeles, California

January 12, 2009 - BlueRun Productions announced today it has entered into a three-year first-look development and production deal to provide original programming to HorseTV. HorseTV is the first and only comprehensive multi-media platform distributing programming focused on the equestrian enthusiast audience. And it is an enormous audience. Over twenty million enthusiasts in North America and a total of seventy-five million worldwide contribute to a \$300 billion GDP, according to Texas-based Australian Bernard Uechtritz, Managing Principal of HorseTV.

BlueRun Productions is a new film production company based in Los Angeles which has a slate of horse-themed films currently in pre-production or development, including *Of Kings & Cowboys*, *Russian Warmblood* and *Fast Women Beautiful Horses*. Writer/producer/director David Marlett leads BlueRun and is currently directing the prod. co's *Of Kings & Cowboys*, a romance/action drama set in the dangerous world of high-goal polo. "Why horse films?" posed Marlett. "Because they're universal to all mankind. Horses are in our DNA, and I think we're in theirs. And from a filmmaker's point of view, they're compelling on a movie screen. Perhaps that's why not a single horse-themed feature film has ever failed to make a profit over its budget. A truly stunning statistic. It's a great way to keep our investors happy, and it serves a deep connection for me creatively."

Thus a natural partnership was found between HorseTV and BlueRun. Marlett noted, "We're very impressed with HorseTV's long-term vision, and have had an inside look at Uechtritz's retooling and repositioning of the brand and network throughout 2008. We appreciate their depth of knowledge, resources and commitment along with the vision of their group, and we're looking to a long term involvement with them as they approach their pending re-launch in 2009."

HorseTV's goal is to serve horse-oriented viewers while also providing entertainment for general, family-oriented audiences. Further, it is designed to expand awareness, interest and the population of horse people worldwide by providing world class equestrian programming for every horse sport, event, discipline and breed. Under the deal, BlueRun will expand its production capacity into reality TV programming and other concepts focused on deliverability through HorseTV's distribution platforms.

The international television portal, [www.horsetv.com](http://www.horsetv.com) facilitates the direct-to-TV/PC Internet broadcast. The electronic manufacturers and entertainment providers are continuing to marry content and devices. LG Electronics, for example, entered a partnership recently allowing consumers to stream movies directly from the Internet to the TV, bypassing a personal computer. This is certainly not the only instance of the morphing industry where it is expected that DVDs will be obsolete in the next four years. "We are riding the second wave ahead," said Uechtritz.

"We're excited about the uniquely aligned vision we share with BlueRun," added Uechtritz. "David Marlett understands the universal appeal of horses, and the enormous marketing potential. He has the creative vision and speed to get us exactly what we need. And we can provide BlueRun with direct marketing of its films to a potential worldwide audience of seventy-five million people. Not bad."

The deal requires BlueRun to provide at least six original shows to HorseTV over the next three years. "Two great shows we're currently developing include a new extreme equestrian sport called Polo Lacrosse, an on-the-road series involving international contestants and teams heading to the World Cup," said Marlett. "Another is a reality program following a U.S. collegiate women's polo team, such as Texas A&M University. We'll follow the coed players, their lives, horses, and ups and downs during the season and on to a national championship. It will be wildly popular. Who can resist beautiful Texas girls playing a dangerous sport on horseback?"

### **About HorseTV**

HorseTV is the media division of Horsecworld International, a media, entertainment and leisure company offering unprecedented access to the equestrian lifestyle, and a property of a Dallas-based investment group focusing on the development and growth of equestrian multimedia companies.

For more information: [www.horsetv.com](http://www.horsetv.com)

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### **About BlueRun Productions**

BlueRun Productions is a privately-held film and television production company based in Los Angeles and Dallas, led by David Marlett, a theater director/actor and writer, and 'recovering attorney'. Marlett also has a recurring column, "Marlett & Me" in the number one film industry magazine: MovieMaker.

For more information: [www.BlueRunProductions.com](http://www.BlueRunProductions.com) and [www.OfKingsandCowboys.com](http://www.OfKingsandCowboys.com)

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