



## **HorseTV and Equestrian Sport Productions, LLC Announce Agreement to Broadcast FEI Nations Cup and Other Major Events**

### **\$75,000 ESP CSI 2\* Grand Prix on Saturday, Feb. 21st at 7pm EST will be Complimentary Broadcast**

Dallas, Texas

February 21, 2009 - Equestrian Sport Productions, LLC and HorseTV announced an agreement Saturday to provide worldwide live Internet television coverage of the FEI Nations Cup and other major events from the FTI Winter Equestrian Festival at the Palm Beach International Equestrian Center.

The service will launch Saturday night (Feb. 21) with complete coverage of the \$75,000 ESP CSI 2\* Grand Prix under lights from PBIEC's centerpiece International Arena. This Saturday night's event is being broadcast as a complimentary introductory offer to showcase the quality of the broadcast.

The first major event to be covered will be the FEI Nations Cup on Friday night, Feb. 28 in which nine countries will field teams. They are Argentina, Canada, Colombia, France, Great Britain, Ireland, Mexico, Venezuela and the USA. The USA team won the event in 2008 with Canada second and Mexico third. The USA and Canada went on to win team gold and silver medals at the Beijing Olympic Games.

The Nations Cup is the only such event in the United States and draws large crowds of fans who passionately support their national teams.

The Nations Cup will be a pay per view event for a charge of \$19.95. ESP events from recent weeks will also be available as part of a FTI Winter Equestrian Festival free and pay per view package with the Nations Cup.

Free Events include the Palm Beach Steeplechase and the Battle of the Sexes.

The Palm Beach Jumping Derby, the Exquis World Dressage Masters and the FEI World Cup CSIO 4\* will be available as part of a Nations Cup package for an additional \$4.95 for each event, or a stand alone cost of \$9.95 per event.

Discussions are ongoing for HorseTV to provide Internet television coverage of other highlight events at the FTI Winter Equestrian Festival which runs for 12 weeks until Mar. 29.

Details will be announced within the next few days.

The agreement was announced by Mark Bellissimo, Chief Executive Officer of ESP that owns and manages PBIEC, and Bernard Uechtritz, chairman of HorseTV.

"We are excited about our agreement with HorseTV to provide live quality coverage of our events to viewers around the world," Bellissimo said. "With top horses and riders from about 30 nations in our jumper, hunter, equitation and dressage competitions there is intense interest in WEF around the world. This is a key element in our strategy to develop the audience for equestrian sports in general and in WEF and our beautiful South Florida location."

"We are delighted that HorseTV's capabilities are being used by ESP to provide coverage of WEF, a leading equestrian event in the world," said Uechtritz who is based in Dallas, Texas.

"We look forward to the opportunity to bring WEF's world class events live to viewers around the globe. We believe the innovations being implemented at WEF and the quality of the competitions will bring viewers the excitement of top horse sports."

To view the live broadcast, go to [HorseTV.com](http://HorseTV.com), click on the HorseTV Live icon on the right, and then click on the FTI Winter Equestrian Festival banner. When the Registration Page is displayed, click on the "Click Here to Register," fill in the requested email information -- and then sit back and enjoy the show!

**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](http://www.HorseTV.com)

972-633-1133 phone

972-578-0675 fax

news@horsetv.com

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