

UNITED STATES EQUESTRIAN FEDERATION : 4047 IRON WORKS PARKWAY, LEXINGTON, KY 40511-8483 : WWW.USEF.ORG



FOR IMMEDIATE RELEASE

Live Oak International to be Broadcast Internationally on HorseTV

By Sarah Lane

Lexington, KY

March 18, 2009 - For the first time since its inception more than 15 years ago, the thrill of the driving competition at this weekend's Live Oak International world class qualifying competition will be captured on tape and later broadcast to equestrian enthusiasts internationally at a date to be announced in the near future. This comes as a result of an agreement between the International Equestrian Federation (FEI) and the United States Equestrian Federation (USEF) which grants the exclusive filming and broadcast rights of the highly acclaimed driving competition to HorseTV.

"Live Oak International has risen to a class all its own. It is simply one of the best driving events you'll find anywhere in this country," said John Long, USEF Chief Executive Officer. "With this exclusive rights agreement, HorseTV has the opportunity to elevate the scope and attention of a world class competition with an already loyal following. HorseTV certainly brings the needed expertise to the table and we very much look forward to their presence at the competition as well as their resulting productions."

"HorseTV prides itself on being the first and only multi-media network dedicated to showcasing equestrian news and entertainment programming across a wide scope of events, breeds and disciplines worldwide," Chairman Bernard Uechtritz said.

"We are proud to provide our support of the FEI and USEF, as we continue to expand the awareness and interest of equestrian sport and lifestyle beyond the vertical equestrian audience and also into the mainstream," said Uechtritz. "We are confident that this exclusive rights agreement and the resulting programs will not only serve to properly document Live Oak International, but also to figuratively transport the competition and its scenic Ocala venue to equestrian enthusiasts, and ultimately, offer a gateway of interest to mainstream audiences everywhere."

For more information about HorseTV, visit www.horsetv.com.

Live Oak International will serve as a selection trial for the USEF for the 2009 FEI World Driving Championships. This prestigious event takes place from March 19-22 in Ocala, Florida. For more information, visit www.cailiveoak.com.

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