



For Immediate Release

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## **HorseTV Announces Worldwide Launch of H-SPAN**

**Launch features an incredible 180 hours of informational and educational programming, including American Horse Council's "Welfare of the Horse" forum, Kentucky International Equine Summit, National Horse Youth Leaders Symposium, Kentucky Horse Park Foundation and more.**

Dallas, TX -- HorseTV, the first and only multi-platform television network dedicated to providing programming for a worldwide equestrian audience, announced today the launch of H-SPAN, the industry-serving component of its online television portal.

With the announcement of the H-SPAN activation and the amazing lineup of initial programming included in the launch, HorseTV now is leading the way in providing broad international public access to many of the industry's important happenings, discussions, critical issues and political agendas. Travel, time and expense constraints will no longer be barriers to participating in or learning from important events, seminars, meetings or debates on industry issues. H-SPAN can provide live, interactive and archived on demand broadcasts to a worldwide audience.

H-SPAN . . . "Spanning the Horse industry" . . . is a first-of-its-kind service for the industry, and is provided by HorseTV as a neutral, non-edited informational and interactive platform for any event with a message, mission or agenda that contributes to the make-up of the equestrian industry worldwide .

"We are not only extremely proud to launch this initiative as a much needed service for the good of both the horse and equestrians around the world, but also believe it to be the first of its kind. H-SPAN represents another building block in our long term strategy and careful approach of providing a viable, sustainable and all encompassing worldwide multimedia platform for horse people to call their own," stated HorseTV's chairman, Bernard Uechtritz at the launch today.

He continued, "The mission of H-SPAN is to support those groups, companies and individuals who also support and contribute to the industry, and create and preserve in one location access to the incredible amount of information, good will, ideas and leadership that make up our industry today.

We are especially proud to dedicate the launch of H-SPAN to two great institutions - firstly, "The Kentucky Horse Park Foundation," whose members' tireless hard work, passion, good will and dedication not only have made the Kentucky Horse Park the wonderful and amazing

resource that it is today, but without which the upcoming 2010 Alltech World Equestrian Games on American soil would surely not have been possible;

Secondly, to the University of Louisville and the Director of its Equine Industry Program, Dr. Richard Wilcke, who created the Kentucky International Equine Summit in 2008. The summit was a tremendous contribution to the horse industry, and featured a historic gathering of those many individuals nationwide who comprise the brain trust, talent and leadership of our industry. The summit was one of the inspirations for H-SPAN. It represented the need to share in real time, as well as to preserve such critical information, historic views and opinions vital to our industry's growth with those thousands of people unable to attend in person. H-SPAN allows anyone, anytime to draw ideas, inspiration and resourcefulness from events such as these to continue building, strengthening and uniting our industry."

Any organization, individual or group wishing to take advantage of this unique broadcast opportunity being provided as a public serve to the industry by H-SPAN is encouraged to contact HorseTV to learn more about how they can participate and have their event or meetings broadcast and archived for on-demand viewing.

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**About H-SPAN:**

**H-SPAN is a digital channel that provides coverage of industry symposiums, meetings, educational presentations and more on the equestrian television portal, HorseTV.com. It is a continuing service provided by Horse TV for the benefit of the international horse community, with a mission to inform, educate, empower and unite the industry worldwide.**

**H-SPAN delivers live, interactive, moderated and archived equine and equestrian debates, symposiums, meetings and educational presentations twenty-four hours a day on an on-demand schedule.**

**About HorseTV:**

**HorseTV is the first and only multi-media network dedicated to the worldwide equestrian industry. After being acquired by a Texas-based investment firm in January, 2008, it was re-launched under its new ownership in January, 2009.**

**The company's goals are to not only serve and aggregate horse-oriented viewers, but importantly, to also serve as a gateway to the world of horses by attracting mainstream, family-oriented audiences with new and current equestrian sports and lifestyle programs. By promoting the equestrian industry on a global basis, the company provides an aggregation of viewers to worldwide advertising and sponsorship opportunities, further promoting the horse and enhancing equestrian sports and lifestyles. HorseTV addresses these goals by creating, acquiring and affiliating with reliable and accessible multi-media platforms to provide world class programming covering all horse sports, events, disciplines and breeds.**

**For more information:**

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