



NEWS RELEASE

For immediate release

HorseTV Dedicates Launch of H-SPAN to University of Louisville Equine Program Director

LOUISVILLE, Ky. (July 10, 2009)--HorseTV, the first and only multi-platform television network dedicated to programming for equestrian enthusiasts worldwide, has dedicated the launch H-Span, its online television portal, to the University of Louisville and its Equine Industry Program (EIP) Director Rich Wilcke.

H-Span is a digital channel that provides in-depth coverage of equine industry symposiums, meetings and educational presentations. It features live, interactive, moderated and archived programming 24 hours a day.

With its tagline "Spanning the Horse Industry," H-Span debuted in late June delivering comprehensive taped coverage of the 2008 Kentucky International Equine Summit. The summit was created by Wilcke and sponsored by the UofL EIP in cooperation with the University of Kentucky Equine Initiative.

"The Summit was one of the inspirations for H-Span," said HorseTV chairman Bernard Uechtritz in a news release. "It was a tremendous contribution to the industry."

Wilcke conceived the summit as an opportunity to assemble industry leaders to develop solutions to common problems. "Political solutions have their place," he said, "but if we can create change from within, the impact can be instantaneous and dramatic. Ultimately, the fate our industry and these remarkable animals rests with us."

The inaugural 2008 Summit brought together global thought leadership in key areas of equine business. More than 90 industry experts presented or participated in forums. The programs are available for viewing at www.horseTV.com/hspan

H-Span plans to provide live coverage of the 2010 Kentucky International Equine Summit April 26-27 from the Lexington Downtown Hilton Hotel. This event's presentation topics will include the structure of the equine industry, the economics of

equine care, the relevance of post-secondary equine education, and equine association management and leadership. Updates will soon be available at www.kyequinesummit.com or through the UofL EIP at Business.louisville.edu/eip

The UofL EIP is the only equine program in the world with AACSB business accreditation. Students in the program aspire to lead, serve and create equine enterprises in racing, entertainment, recreation and breeding, as well as other industry-related ventures.

FOR MORE INFORMATION: Amy Lawyer 502.852.1425 or amy.lawyer@louisville.edu