



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

Release: July 14, 2009 - HorseTV, the first and only multi-platform television network dedicated to providing programming for a worldwide equestrian audience, has announced 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 —"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.

"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.

"The United States Equestrian Federation wants to applaud HorseTV for the vision and dedication to equestrian sport and providing programming for our worldwide and growing audience," said Kathy Meyer, Senior Vice President of Marketing and Communications.

Uechtritz continued, "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 it is today, but without which the upcoming 2010 Alltech FEI 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."

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.

For more information, visit [www.HorseTV.com](http://www.HorseTV.com) or phone (972) 633-1133.

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