



For Immediate Release

January 22, 2010

HorseTV wins United States Equestrian Federation's Highest Media Honor.

The **Daniel P. Lenehan Trophy for Overall Media Excellence**, which is awarded for innovative thinking and vision in equestrian media, was established in 1993 as part of the "Making Strides for Equestrian Sports" campaign, and is the USEF's most prestigious Media Award.

All forms of equestrian centric media, including print, traditional television and interactive internet within the U.S. equestrian industry were considered for the prestigious, singular and ultimate media award bestowed by the USEF. The recipient was announced at its annual convention and awards ceremony, held this year in Louisville, Kentucky on January 16, 2010.



Bernard Uechtritz, HorseTV, and USEF President, David O'Connor

Dallas, TX -- HorseTV's Coverage, Production & Broadcast of the 2009 CAI LIVE OAK Combined Driving Event, which was covered by up to 12 cameras, and included live sports cast commentary, was painstakingly crafted in post production into a four-hour multi-part series. Incorporating both promotional and instructional programming highlighting the sport of driving, it is, in the words of former U.S. Olympian and USEF President David O'Connor when presenting the award to HorseTV, "unprecedented in its visual scope." O'Conner added, "this year's recipient had a particularly successful and well-rounded approach to presenting the sport of driving to both a familiar audience, and potential new viewers and prospective fans. Growing equestrian sport is always an important part of any media mission."

In accepting the award and giving thanks on behalf of the HorseTV team, Bernard Uechtritz stated, "while I am honored to be here to accept this award, there is no I in team, and this was very much a team effort, which started with Chester Weber and Susan Gilliland and the great group at the Live Oak venue, and then also incorporated the support of John Long, Kathy Meyer and Sonja Keating of the USEF, and of course culminated with a herculean production and post production effort by our HorseTV team, led in particular by Jon May and Chris Crosby in our studios."

The presentation and Uechtritz's post award interview can be seen at www.ClubEquestrian.com and highlighted segments of the Live Oak Show can also be seen on the www.HorseTV.com sampler and driving channel, including a 9 minute powerful piece on Bob Giles, a 3-time Purple Heart Medal Vietnam Veteran Honoree. As a child, Bob was also a 13-time ward of the state foster child system. Bob explains how he came to be a driver, why horses were the only thing he could trust as a child, and how they never let him down.

In his quest to qualify for the 2010 World Equestrian Games, Bob speaks of driving for the 58,000 names of men and women on the Vietnam Veterans Memorial Wall in Washington DC. Other segments include insightful interviews with Kentucky Horse Park's John Nicholson, World Champion driver, Chester Weber as well as sports caster and post event commentary at the sports desk and awards.

The full four-hour show and other outtakes on DVD of this event can be found and ordered at www.JustHorseVideos.com.

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Photo credit: Geoff Oliver Bugbee/USEF Archives

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.

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