



Desi Dillingham joins Board of Horse & Country TV

Press Release – 23rd September 2011

Desi Dillingham MBE, former President of the British Horse Society and Chairman of British Dressage, will join the board of H&C TV Ltd, effective October 1, 2011.

Ms. Dillingham, whose services to the British equestrian industry earned her a place in the New Year's Honours list in 2009, will focus on developing relationships with event organisers and sponsors for the channel.

H&C TV's Chairman, Heather Killen, said: "Desi's enthusiasm and energy for the equestrian sector are legend. She is a champion of the sport, an advocate for the industry, and a forceful but benign agent for change. I am delighted she has agreed to join us in our project to create an international network of specialist channels dedicated to horse sports and leisure."

Speaking of her appointment, Desi Dillingham said: "The equestrian sector needs its own media, and nothing equals broadcast TV for creating awareness and making stars. Since 2009, Horse & Country TV has shown that the promise of a dedicated horse channel for the UK can be fulfilled, and now H&C TV is expanding internationally. This appointment gives me a wonderful platform for using my experience and relationships to further the interests of equestrian sports in the UK and abroad."

Desi Dillingham joins Sir Roger Jones and Tim Forrest as non-executive directors of H&C TV Ltd.

Notes to Editors:

H&C lives on-air and online and provides exclusive sports event coverage, news, documentary and personality-led programming to the passionate audience for horse sports and country living. The channel won the award for '**Best Specialist Channel**' in the 2011 Broadcast Digital Awards. As well as horse sports, H&C broadcasts shows about dogs, country sports and rural lifestyle. Online, H&C publishes blogs and commentary provided by a range of experts and personalities, as well as business listings, classifieds, and a calendar of events. H&C has a 60,000+ strong Facebook following and lives online at www.horseandcountry.tv and on-air on SKY channel 280.

About Desi Dillingham:

Ms. Dillingham's accomplishments include a term as Chairman of British Dressage from 1997 to 2007 and the Presidency of the BHS from 2007 to 2011. She continues to serve as Vice President of British Dressage. She is also a Trustee for the BEFF (British Equestrian Fed Fund), Founder Chairman of

Supporters of British Breeding, a Yeoman of the Worshipful company of Saddlers and Freeman of the Worshipful Company of Farriers, a Member of the Olympia Committee since 2005 and Chairman of the Animal Health Trust Equestrian Awards since 2003. Ms. Dillingham has also served as Chairman of the Supporters of British Dressage from 1990 to 1996, a Member of the British Olympic Equestrian Fund from 1984 to 2000, and was a sponsor of Jennie Loriston-Clarke from 1984 to 1999. She has an Honorary Doctorate from the University of Essex, Writtle College, and was awarded an MBE for services to the equestrian sector in 2009.

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