



July 22, 2009

Press Release

## **H&C TV to Offer Exclusive Coverage of the Exquis World Dressage Masters**

The World Dressage Masters arrives at Hickstead on July 23 to 26, 2009 and the Horse and Country TV cameras will be rolling.

The channel will be presenting exclusive coverage of this five star event on Saturday August 8th on Sky 280 and online at [horseandcountry.tv](http://horseandcountry.tv)

The competition is the fourth leg of the World Dressage Masters, which began in the USA in January, followed by competitions in Munich and more recently Cannes, where Anky van Grunsven took home the top prize with IPS Salinero.

The WDM attracts international riders of the highest level and seeks to raise the profile of dressage with strong marketing and large prize funds. Riders confirmed for the Hickstead competition include Hans Peter Minderhoud (who will be competing with Carl Hester's old partner Escapado), Laura Bechtolsheimer (with Mistral Hojris, the horse she secured the highest ever International UK Grand Prix score with), Maria Eilberg and Beijing Olympian Jane Gregory. But the one to beat is likely to be Edward Gal who recently scored a staggering 80.41% with Moorlands Totilas at his first Grand Prix Special.

For a full list of competitors visit our website:

<http://www.horseandcountry.tv/news/big-names-confirmed-world-dressage-masters>.

H&C chairman Heather Killen said: "I'm delighted that we're covering the World Dressage Masters at Hickstead. Dressage is an under supported discipline in the media, and we seek to bring all aspects of horse sports to our viewers. Dressage fans are very passionate about their sport and we're thrilled to bring this event to them. Our coverage will also be available online, so our international audience can also enjoy watching world class riders compete."

Dane Rawlins, the founder of Dressage at Hickstead which is hosting The WDM added: "We're delighted to welcome H&C to Hickstead. We have a world class event

and a great sport which can only benefit from the exposure that we'll get from the Channel's coverage"

In the run up to the broadcast, Hans Peter Minderhoud will be writing an exclusive blog for the H&C website at [www.horseandcountry.tv](http://www.horseandcountry.tv). Coverage begins online on Wednesday 22 July 2009.

## **ENDS**

For further press information please contact Tim Smith at TSM on (01724) 784600.

## **About H&C**

H&C launched in 2007 and can be found at [www.horseandcountry.tv](http://www.horseandcountry.tv) and at channel number 280 on Sky. In December last year new investors bought into the Channel and a new management team has been put in place which has implemented a complete strategic review of the business. This has resulted in a total tear down and rebuild of the website and a refocusing of the business away from a traditional broadcast business to an integrated model that offers a passionate audience the opportunity to engage with their passion both online and on-air.

## **About WDM**

The Exquis World Dressage Masters (WDM) is a new sports and marketing concept in dressage. WDM is an initiative of equestrian innovator Exquis, international sports marketing agency SportBizz and US company Equestrian Sport Productions (ESP). WDM is sponsored by Exquis, Moorland Stables and Moorland Investments and NÜRNBERGER Versicherungsgruppe.

[www.worlddressagemasters.com](http://www.worlddressagemasters.com)

The 2009 Exquis WDM Calendar is comprised of:

### **Palm Beach USA** (January 28 to February 1)

Freestyle won by Anky van Grunsven partnering IPS Painted Black (NED)

Grand Prix Special won by Michael Barisone partnering Neruda (USA)

### **Munich GER** (21-24 May)

Freestyle won by Isabell Werth partnering Satchmo (GER)

Grand Prix Special won by Sander Marijnissen partnering Moedwil (NED)

### **Cannes FRA** (11-13 June)

Freestyle won by Anky van Grunsven partnering IPS Salinero (NED)

Grand Prix Special won by Anja Plönzke and Mont d'Or (GER)

### **Hickstead GBR** (23-26 July)