



October 21st 2009

HORSE & COUNTRY ANNOUNCES NEW WINTER LINE-UP

Horse & Country TV, the first contemporary medium for horse lovers, horse sport and country lifestyle continues its revitalisation programme with the launch of a raft of new shows next month.

Between now and the end of the year, H&C will bring viewers a range of new programming featuring a number of UK premieres. Highlights include:

- Exclusive coverage of the inaugural International Hunter Jumper Derby in Lexington, Kentucky
- Exclusive High Goal UK Polo – ten hours of the best of the 2009 British polo season
- The Blair Castle three day event – English premiere of this top level competition
- A Ride Round Middle England – a new five part documentary series about two doctors on a horse-back adventure around the country and the characters they meet
- Exclusive highlights of the top five riders from the World Dressage Masters at Hickstead leading up to the record breaking freestyle test from Edward Gal and Moorlands Totilas
- A Different Angle – A new special from H&C's resident fishing expert John Bailey. John joins up with MP Martin Salter for a day's fishing on the Thames right in the heart of London
- Canter Banter – new episodes of the BSJA's popular news show
- H&C Goes West – a regular look at the best western pleasure and reining practitioners
- Monty's Essentials – all new intelligent horsemanship from Monty Roberts and Kelly Marks
- Farming Sunday – new episodes of this winner with the UK farming community

H&C Chairman, Heather Killen said: "Our new winter line-up represents the next chapter in the refresh of the H&C proposition that has been underway all year, and complements the exclusive short-form video that is now appearing on our web site."

The 2010 schedule for H&C will be unveiled later this year and promises to contain some surprises, including UK premieres and exclusive new H&C formats.

-ENDS-

About Horse & Country

Launched in 2007, H&C can be found on SKY 280 and at www.horseandcountry.tv. New investors bought into the company in December last year and have implemented a complete review of the business. This has resulted in a thorough overhaul of operations, a refresh of the brand, a complete rebuild of the website and a cross platform strategy that seeks to satisfy audiences wherever they choose to enjoy H&C – be that on TV or online.

Core H&C genres are equestrianism (both sport and "how to") and a number of closely related countryside passions and pursuits including dogs, cookery, country living, fishing, smallholding and agriculture. In addition to television programming in all these areas, the website also features a wealth of on-demand video, exclusive celebrity and country interest blogs, daily 'feel good' news and supporting articles. Our extensive Events database allows users to search for events and to

upload and promote their own, and our Classified section gives visitors the opportunity to search an extensive listing of horses and horseboxes for sale.

The success of the new H&C can be seen in our vibrant Facebook community of over 19,000 fans.

The H&C audience

We recently asked our viewers to tell us about themselves. The results of the survey indicated a highly passionate, engaged and attractive audience profile:

49% currently watch H&C every day

72% live in a household that owns a horse

73% live in a household that owns a dog

18% live in a household that owns chickens

49% ride every day

69% are aged under 45

79% describe where they live as the countryside/rural

57% have household income over £30k

Contacts

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If you'd like to find out about advertising with H&C contact Paul Preece at our sales representatives

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