



H&C TV ACQUIRES FEI WORLD CUP, NATIONS CUP AND CLASSICS SERIES

A season of top international equestrian competition on Horse & Country TV

Horse & Country TV, the world's largest digital channel devoted to horse sports and country activities (www.horseandcountry.tv and SKY channel 280) has acquired the rights to broadcast the FEI's World Cup jumping and dressage, Nations Cup jumping and Classics Series eventing.

H&C TV will be televising a whole host of these blue ribbon qualifying competitions and international events. The current season's schedule will begin on 10th of February with highlights from the Rolex FEI World Cup jumping in Zurich. H&C TV will continue to bring viewers a World Cup event every Wednesday at 9pm.

Coverage of the Meydan Nations Cup competition will begin in May, and continue on Saturday evenings at 9pm through to the final in Dublin in August.

H&C TV will also offer the chance to catch up with the HSBC FEI Classics eventing series, including the Rolex Kentucky, and the events from Luhmuhlen and Pau from 2009, along with extensive coverage of Badminton 2010.

Jonathan Rippon, Head of Programming at H&C TV, said: "We are thrilled to be able to bring our audience World Cup, Nations Cup and Classic Series events. These important acquisitions are further evidence of our commitment to deliver top level equestrian sports programming."

World Cup Jumping and Dressage:

The Rolex FEI World Cup Jumping is now in its 32nd year and includes qualifying events from around the world. FEI World Cup Dressage, which began in 1985, is the only worldwide series in the sport.

Meydan FEI Nations Cup:

The Meydan FEI Nations Cup features the 10 best national jumping teams in the world. Each Nations Cup competition has a purse of at least €300,000.

HSBC FEI World Cup Eventing:

The FEI World Cup Eventing is the sport's first linked series, consisting of qualifiers around the world. The series includes the 4-star events at Lexington, Badminton, Luhmuhlen, Burghley and Pau.

NOTES TO EDITORS

Horse & Country TV (H&C TV) lives on-air and online and provides exclusive event coverage, format-driven and personality-led programming, views and other features to a passionate and under-served audience base. Viewers can access hours of digital video footage, covering previously featured shows including the National Dressage Championships, the London International Horse Show at Olympia 2009, the Veuve Cliquot World Cup, and the World Dressage Masters. As well as horse sports, H&C TV broadcasts a series of other related programmes focused on dogs, country sports, food and lifestyle. Online, H&C runs blogs and commentary provided by a range of experts and personalities including Olympian, Sharon Hunt, ranked among the top 50 event riders in the world, and Jose L Souto, one of the UK's premier game chefs. H&C TV carries one of the strongest management teams in today's digital media space, including Heather Killen, former SVP, International Operations at Yahoo! Inc, and former non-executive director at ITV plc, the company's Chairman. H&C TV has a 25,000 strong Facebook following and lives online at www.horseandcountry.tv and on-air on **SKY channel 280**.

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