



Horse & Country on HRTV.

Horse & Country TV launches in America.

Horse & Country TV (Sky 280) is taking a further step to broaden its international reach by launching a branded block of programming on US cable and satellite channel, HRTV.

HRTV is available in approximately 19 million homes in the U.S. and offers a mix of horse sports and leisure content along with flat racing from leading racetracks.

Beginning Saturday 26th March, HRTV viewers will be able to enjoy a block of dedicated H&C programming comprising the best in equestrian sports and documentaries from the UK and Ireland.

Horse & Country TV already broadcasts in the UK, Ireland and Malta, and licenses content to specialty and mainstream broadcasters in other markets.

Head of Programming for H&C TV, Jonathan Rippon, said: "Programmes such as At Home with Carl Hester, Team Fredericks and Horse Patrol have international relevance and appeal to audiences across multiple markets. It's our aim to create the premium programming offering for the global equestrian enthusiast audience."

Heather Killen, Chairman of H&C TV, said: "H&C plans to become the premier lifestyle brand in equestrian media around the world, and establishing a position in the U.S. market is an important step in this strategy. We're delighted to be working with HRTV and contributing to the development of their sports and lifestyle offering, and introducing H&C to a whole new community of brands and advertisers."

"We are continually seeking to upgrade and enhance our offering of equestrian programming," said Jim Bates, HRTV's Executive Vice President and General Manager. "This agreement with Horse & Country TV certainly accomplishes that and gives our viewers a wide variety of high quality equestrian programming from the United Kingdom and Ireland. We're delighted with this arrangement."

H&C TV has appointed Harry Neuhaus as its US advertising and sponsorship sales representative. Harry has over 20 years experience as a pioneer in online, cable and broadcast media sales, as well as branded entertainment initiatives, with brands such as Yahoo!, MTV, CNN en Español, Cartoon Network, Eurosport and GoTV.

Heather Killen said: "Harry has longstanding relationships with multinational advertisers and agencies and a proven ability to develop marketing solutions for clients that encompass non-traditional and integrated packages. This, coupled with his multifaceted international sales management experience, makes Harry's addition to the Horse & Country TV a critical component as we seek to grow our business around the world."

About H&C TV:

H&C lives on-air and online and provides exclusive sports event coverage, news, documentary and personality-led programming to a passionate audience for horse sports and country living. H&C was shortlisted for Best Specialist Channel in the Broadcast Digital Awards 2010. 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, forums, and a calendar of events. H&C has a 55,000 strong Facebook following and lives online at www.horseandcountry.tv and on-air on Sky channel 280.

For further details on forthcoming programming, log onto: www.horseandcountry.tv

About HRTV:

HRTV is a 24-hour, television-based multimedia network dedicated to horseracing which features racing action from the world's greatest racetracks. HRTV also features other forms of equestrian competition, as well as original programming and award-winning documentaries covering a variety of racing and general equestrian topics. The live stream of HRTV is available on a subscription basis to high-speed Internet users worldwide at www.hrtvlive.com. The HRTV television network is presently available via cable, telco video and satellite in approximately 19 million U.S. homes.

Horse & Country TV press office

Sam Forrest PR 0208 9475 475 info@samforrestpr.co.uk