



STALLIONS ON SHOW....

Press Release. February 2010.

Looking to put your mare to a stallion, but not sure which one or where?

If you can't make it to **Stallion Expo 2010** on 13th- 14th February at Keysoe College in Bedford or just fancy watching all those handsome chaps strut their stuff again, then switch onto **Horse & Country TV, Sky Channel 280** the following weekend at **9pm on Saturday 20th February** for an hour long show dedicated to the event.

The UK Stallion Expo 2010 is the first of its kind in the UK and is based on the successful European format, where mare owners can meet potential stallions and their breeders. The stallions will be shown in a presentation ring making it the perfect platform for showcasing UK stallions.

Horse & Country TV will be taking you behind the scenes at the event, as well as posting clips of all the stallions filmed onto their website www.horseandcountry.tv

Jonathan Rippon, Head of Programming at H&C says:

"We know how much our audience values getting a "behind the scenes" insight into their passion. The Stallion Expo 2010 is a great example of how Horse & Country TV is offering exclusive in-depth coverage of a fascinating aspect of the equestrian world. Breeding sports horses is becoming more and more popular in the UK and with our dual platform of TV and website – we can show viewers some of the best stallions available as well as all the backstage action that will be essential viewing."

Both the event and the broadcast on H&C will be sponsored by Baileys Horse Feeds. Jane Buchan, Marketing Manager at Baileys, said:

"We're pleased to support this ambitious initiative as it fits well with our ongoing support for British breeders through the BEF Futurity. It's also gratifying that H&C will be highlighting this important aspect of sport horse breeding to the widest possible audience."

To find out more about Stallion expo visit www.ukstallionexpo.co.uk

Notes to Editors

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 2008 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.

Horse & Country TV Press Information

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