



Press Release – 07/04/09

Horse & Country announces strongest ever line-up with the British Open, Badminton and Royal Windsor

Horse & Country TV (H&C) has announced plans to televise three of the UK's biggest equestrian events in its effort to support and showcase horse sports.

The **British Open Show Jumping Championships**, the **Mitsubishi Motors Badminton Horse Trials** and the **Royal Windsor Horse Show** will all feature in the Channel's strongest ever season of programming.

H&C is promising its viewers a greater breadth and depth of coverage than ever before, including:

- Extended highlights from each event
- Behind the scenes interviews with the competitors
- Coverage available to viewers online and on demand at horseandcountry.tv.

The British Open Show Jumping Championships features the top UK riders and international show jumping stars. The British Open will be the first of the three events to air on H&C with the 1st – 3rd of May designated "British Open Weekend". In the preceding week, highlights will be shown from the 2008 Championships. Coverage of this year's event will include more than nine hours of highlights – including all of the British Open qualifying rounds, the final, the Puissance and highlights from the displays, such as Jean Francois Pignon's performance and the celebrity Arena Polo with Katie Price and Amy Guy (aka Gladiator Siren).

The Mitsubishi Motors Badminton Horse Trials is the pinnacle of the world's three day eventing calendar and 2009 is its 60th anniversary. To celebrate this landmark, H&C will be showing unprecedented coverage of this year's event. In the week prior to transmission, the Channel will broadcast archive programming from Badminton's illustrious history focussing on the horses and riders that have captivated audiences over the years. For the 2009 event, there will be nine hours of coverage: two hours of dressage, six hours of cross country and the top ten show jumping rounds as well as an hour long course walk. H&C's extended Badminton coverage is a first for British viewers and will complement the usual BBC transmissions which will be broadcast over the event weekend.

The Royal Windsor Horse Show takes place between 13th and 17th May and heralds the start to the outdoor show season. H&C will feature highlights from The Alltech Grand Prix, The St George of England Puissance as well as extensive coverage of the dressage events taking place throughout the show. The Channel will also feature many of the arena displays and games, including the spectacular Musical Drive of the King's Troop Royal Horse Artillery, that go to making the horse lovers' annual spring bash such a special occasion.

"We're delighted to be able to bring our viewers coverage from three such prestigious events" said Justin Albert, Managing Director of Horse & Country.

"It's going to provide a wealth of equestrian action on the Channel across May and June and its indicative of our commitment to giving British Equestrianism the profile and exposure it deserves."

For further information visit www.horseandcountry.tv

Tune in to SKY Channel 280.

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For more information, contact Tim Smith at TSM on (01724) 784600.