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### **Corta-Fix® eXtreme Cowboy Race Brings a New Twist to Reality TV**

(Augusta, Ga) The award winning TV crew from HorseCity.com spent three days at world renowned horseman and trainer Craig Cameron's Double Horn Ranch in Bluff Dale, Texas, filming a new made-for-TV reality cowboy challenge. Fourteen cowboys and cowgirls begin the challenge, but only one will be crowned the eXtreme Champion! Coming this fall on RFD-TV, viewers will have the opportunity to watch all of the heart stopping action, as horse and rider are eliminated each week.

Show host Craig Cameron assembled an impressive roster of competitors from rodeo champions like Ty Murray and Cody Lambert to working cowhands from Texas to California. Their challenge on the rugged trail is an effort to display their agility and horsemanship at completing each task, as the stop watch works against them! Half the course is judged, the rest is just raw talent and the best time for the event.

Former Emmy Award winning producer and General Manager of HorseCity.com, Ryan Dohrn stated, "The concept for the eXtreme Cowboy Race was presented to us by Craig and we immediately knew we had one of the best concepts for reality TV programming, given the lure of the Wild West and the lifestyle of a working cowboy...or cowgirl."

Craig Cameron said while taping the final show close, "This is a dream come true for me. I wanted to build a challenging trail that would test these riders physically, mentally and see if true horsemanship skills would prevail. There was a vet on-site to ensure all the horses were treated with the utmost of care. Our horses are our first priority."

In an interview with Cameron, World Champion Bull Rider Ty Murray said, "This is a great competition. If I win, great...if I don't, then I made the right choice to not push my horse beyond his ability. This is not about us as "cowboys"; it is all about our abilities as horsemen."

Corta-Fix® also saw the potential for a great reality program and immediately signed on as the title sponsor for the event. Other sponsors include Horse Fence Direct, Kifco, MD Barns and Stall Skins. Circle Y Saddles is also an enthusiastic sponsor and will present the final four competitors with saddles.

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HorseCity.com, based in Augusta, Ga., is an award-winning equine portal Web site serving the horse owner, the horse enthusiast and the equine industry. The site operates under the auspices of Morris Digital Works, the online services division of Morris Communications Co., LLC. For more information, visit [www.horsecity.com](http://www.horsecity.com). HorseCity.com is responsible for HorseCity.com TV ([www.horsecity.tv](http://www.horsecity.tv)) which can be seen five times a week on RFD-TV.

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