



CONTACT:

Polly Martin

706-828-4345

polly.martin@morris.com

FOR IMMEDIATE RELEASE

August 17, 2005

Extreme Cowboy Race Debuts on RFD-TV in September

(Augusta, Ga) HorseCity.com, producers of The Extreme Cowboy Race sponsored by Corta-Fix®, announced the debut of this made-for-TV reality cowboy challenge on RFD-TV. Beginning on Friday, September 9, 2005 at 5:00 p.m. EST viewers will have the opportunity to watch all of the heart stopping action, as horse and rider are eliminated each week. Although filmed earlier this summer at Craig Cameron's Double Horn Ranch in Bluff Dale, Texas, viewers will now see all of the heart pounding action as fourteen cowboys and cowgirls take on the challenge, but only one will be crowned the Extreme Champion!

Former Emmy Award-winning television producer and General Manager of HorseCity.com Ryan Dohrn stated, "HorseCity.com's goal is to provide entertaining and innovative equine content to our users in a variety of media platforms. Our partnership with RFD-TV allows us to deliver topical horse information to our vast audience in many ways. 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!"

The race is broken up into three rounds. Fourteen competitors begin and compete in round one over the first half of the course. Then the top eight competitors, based on the judge's scores, move to round two where they compete on the same obstacles as round one but they face the added challenge of being timed on the last half of the course. Out of those top eight emerge the final four based on judge's scores and total time. The top four will not be judged but will run the entire course where the fastest competitor wins over \$5,000 in cash and prizes and the title of the Extreme Cowboy Race Champion!

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 stopwatch works against them!

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 Kifco, MD Barns, Carri-lite Corrals, CSI Pads, Crickett ESV and Stall Skins. Circle Y Saddles is also an enthusiastic sponsor and will present the final four competitors with saddles.

###

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. HorseCity.com is responsible for HorseCity.com TV (www.horsecity.tv) which can be seen five times a week on RFD-TV.

Morris Communications is a privately held media company with diversified holdings that include newspaper and magazine publishing, outdoor advertising, radio broadcasting, book publishing and distribution, and visitor guide publishing, in addition to online services. For more information, visit www.morris.com.