



CONTACT:  
Polly Martin  
706-828-4345  
[polly.martin@morris.com](mailto:polly.martin@morris.com)

FOR IMMEDIATE RELEASE  
June 8, 2005

## HorseCity.com TV Sells Out

(Augusta, Ga.) HorseCity.com TV today announces it has sold out all of its sponsor spots in its popular 30 minute equestrian show which airs on RFD-TV

HorseCity.com TV is designed to appeal to an avid audience whose passion for horses is a way of life. The show previously appeared in selected markets during the summer of 2003.

For the horse owner or simply the horse enthusiast, HorseCity.com TV offers a series of informative shows with subject matter that can be applied universally across all disciplines and all levels of riding. Each 30-minute show offers applicable training tips through segments called "*In the Saddle*" and "*In the Irons*"; relevant horse health advice through the "*At the Clinic*" segment; and practical barn and farm advice through the "*At the Barn*" segment.

"This type of equestrian programming complements our highly trafficked Web site," said Ryan Dohrn, founder and general manager of HorseCity.com. "People whose lives include horses in any way consider HorseCity.com as a highly reliable resource for news and other equestrian information. Our TV series enhances our Web site by providing the viewer with weekly shows that are timely and visually captivating."

To check the availability of HorseCity.com TV in your viewing area, log onto [www.horsecity.com/tv](http://www.horsecity.com/tv).

-#-

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)

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](http://www.morris.com).