



CONTACT:
Polly Martin
706-828-4345
polly.martin@morris.com

FOR IMMEDIATE RELEASE
December 17, 2004

HorseCity.com TV Premiers on RFD-TV in 2005

AUGUSTA, Ga. — The award-winning Web site, HorseCity.com expands beyond the cyber world onto television with its January premier on RFD-TV, rural America's most important network. RFD-TV is available as a basic channel through distributors such as DIRECTV, DISH Network, Mediacom and NCTC cable systems making programming available to over 25 million homes in all 50 states.

The success of the Web site proved to be an inspiration for the multi media efforts of HorseCity.com. Ideas and topics for the show segments often came from the users of the Web site, where the focus is the lifestyle surrounding the equine industry. Emmy award-winning television producer and General Manager of HorseCity.com, Ryan Dohrn has created a unique television program with the grass-roots horseman in mind. Each HorseCity.com TV show will feature four unique segments: *In the Saddle*, *At the Barn*, *At the Clinic* and *In the Irons*.

Dohrn states that "HorseCity.com TV's debut on RFD-TV will allow us to join the ranks of some well-established hosts and clinicians who are already providing quality programming to RFD-TV. We are tremendously excited about the exposure this gives our show, in addition to the reach RFD-TV has with its rural audience."

-#-

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.

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.