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### **“eXtreme Cowboy Race” Now Available through Podcasting**

(AUGUSTA, Ga.) In the fast-paced world we live in, horse enthusiasts of all disciplines depend more and more on innovative technology to keep up with and learn more about what is happening in the world of equine sports. To this end, HorseCity.com, a leader in the equine online space, pushes into the New Year offering its popular show, “eXtreme Cowboy Race,” for iPods through the iTunes Music Store free of charge.

Recognizing the increasing use of portable media players, HorseCity.com allows all of its users to have access to the “eXtreme Cowboy Race,” whenever and wherever they want, even if they are not in front of their computers. Users can either visit HorseCity.com and click on the podcast link or log on to the iTunes Music Store, and download each episode in its entirety for free.

Users can also choose to subscribe to the “eXtreme Cowboy Race” updates through iTunes. Subscribing automatically updates users’ iTunes Library every time they open the iTunes Music Store. The update, the latest episode of the race, will then be ready to load on to your media player the next time it is docked. There is no forgetting about downloading the new episode, it is already there waiting for the user.

“We are proud to once again be leading the way with new Internet technology,” said Ryan Dohrn, HorseCity.com general manager. “Podcasting is the next step of ‘on-demand’ viewing and HorseCity.com is going to take part in this innovative technology. This new advance comes just in time for the new race that will begin airing in March. We are thrilled to add another viewing venue for our audience just in time for the next installment of the ‘eXtreme Cowboy Race.’”

The “eXtreme Cowboy Race” is a timed race with obstacles designed to not only push horse and rider out of their traditional comfort zone, but also test the communication and horsemanship of each team. Judges award points based on a set of five criteria: 1. Horsemanship, 2. Cadence, 3. Control, 4. Horse’s attitude, and 5. Overall execution. The first round of competition features 14 horse-and-rider teams. The top eight competitors move on to Round 2 for another set of competition. The top four competitors then advance to Round 3 for an all-out race to the finish and the title of “eXtreme Cowboy.”

The “eXtreme Cowboy Race” spans 10, 30- minute episodes with each episode featuring four horse-and-rider teams as they complete the various rounds. The race currently airs on RFD-TV each week. Each week a new episode will available at the iTunes Music Store for download until the complete

season is posted. All 10 episodes are also available in a complete DVD set by visiting the HorseCity.com Web site.

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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)

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