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HORSECITY.COM ADDS BIG BONUS TO FREE HORSE CONTEST

Augusta, Ga. — Beginning in July HorseCity.com added the “Mega Contest” to the popular monthly horse giveaway that has been the hallmark of the equine portal site since 1997. For the remainder of 2004, site visitors who register for the horse drawing are automatically entered into the bonus Mega drawing for premium equestrian products sponsored by many of the leading retailers in the industry.

Monthly Mega prizes include a \$250 gift certificate from Dover and a \$250 gift certificate Smith Brothers, both well-known equine catalog company; a trimmer or blower from John Deere; and a \$300 voucher toward the purchase of a saddle or other product from Tucker Trail Saddles. Parelli’s will award one lucky winner per month a Level 1 Training kit, a popular product worth more than \$300. Then there’s the horse, of course! Winners are drawn on the first working day of each month, with the first Mega Contest drawing scheduled for Monday, Aug. 2. There is no limit on the number of entries per person, but participants can win only one prize.

“The Mega Contest just adds to the excitement of our regular horse giveaway, which generates 500,000 to 700,000 entries each month,” said Ryan Dohrn, founder and general manager of HorseCity.com. “Yearly totals fall between 6 million and 8.5 million. It is absolutely phenomenal. With the additional Mega prizes, I can hardly imagine the traffic we’ll generate!”

HorseCity.com believes that its “win-a-horse” contest has distinguished the Web site from its competitors and catapulted it into its position as the leading equine portal on the Internet. HorseCity.com takes seriously its pledge to be responsive to consumers, and the Mega Contest gives site visitors and horse enthusiasts products and services that have practical value in the pursuit of equestrian interests.

Speaking of the success of the HorseCity.com contest philosophy, Dohrn added, “The first of the month in our office means that we are going to make someone’s day really special. It is also a great way to start our day.” On August 2, 2004, HorseCity.com got to make that day special for Chris Hazeltine, 4531 East Mark Lane, Cave Creek, AZ 85331, (480)-502-2975. Chris Hazeltine was awarded the July contest horse, “Little Miss Nickers”, an American Paint Horse Chestnut Mare.

For more contest information, log onto <http://horsecity.com/club/index.shtml>.

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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

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