



News Release
Professional Rodeo Cowboys Association
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Championship Round of Rodeo Austin to be broadcast on In Country Television

COLORADO SPRINGS, Colo. – In Country Television (ICTV) will hit the second stop on the Wrangler Million Dollar Tour at Rodeo Austin tonight. ICTV will broadcast the championship round of Rodeo Austin, Saturday, April 10 at 8:00 p.m. ET.

In Country Television will air 30 hours of Professional Rodeo Cowboys Association coverage in 2010, including all eight Gold rodeos on the Wrangler Million Dollar Tour, presented by Justin Boots.

ICTV, which reaches 32 million households through the DISH Network (channel 230) and Direct TV (channel 344), will also air coverage of the All American ProRodeo Finals in Waco, Texas, and the Dodge National Circuit Finals Rodeo in Pocatello, Idaho.

A webcast of the entire performance will also be available simultaneously on ICTV's website, www.incountrytelevision.com, under the Watch ICTV tab. Viewers will need Flash Player installed on their computers in order to watch the performance.

ICTV has assembled an all-star broadcast team, which will be comprised of six-time World Champion All-Around Cowboy Larry Mahan, ProRodeo Hall of Fame bullfighter Rob Smets, PRCA announcer Tim Fuller and former Miss Rodeo Virginia Charli Wacker.

The Wrangler Million Dollar Tour is the centerpiece of the PRCA season, linking 22 of ProRodeo's most prestigious events. There are two levels of competition, with those designated Gold rodeos offering a committee purse of at least \$20,000 in each event and Silver rodeos a committee purse of at least \$10,000 per event.

The complete schedule of 8 p.m. ET first-run broadcasts follows (for re-broadcast dates check local listings):

Rodeo	Air date
San Antonio Stock Show & Rodeo	March 6
Rodeo Austin	April 10
Dodge National Circuit Finals Rodeo (Pocatello, Idaho)	April 24/May 1
Reno (Nev.) Rodeo	July 10
Cody (Wyo.) Stampede/St. Paul (Ore.) Rodeo	July 24/July 31
California Rodeo Salinas	August 7
Cheyenne (Wyo.) Frontier Days Rodeo	August 14
Ellensburg (Wash.) Rodeo	September 18
All American ProRodeo Finals	October 10/November 6

“The PRCA is very pleased to offer our fans more television coverage of this great sport in 2010,” said PRCA Commissioner Karl Stressman. “We look forward to a strong, successful partnership with In Country, as we continue to work very hard to take the sport of professional rodeo to the next level.”

In Country Television, based in Greenwood Village, Colo., is owned by Performance One Media. It began providing programming for outdoor enthusiasts last year on DISH Network and was added to the Direct TV lineup in January.

“In Country Television is proud to be working with the PRCA to bring rodeo fans everywhere great coverage of the 2010 Wrangler Million Dollar Tour Gold events, the Dodge National Circuit Finals Rodeo and the All American ProRodeo Finals,” said Michael Norton, Senior Vice President of In Country Television.

The PRCA, headquartered in Colorado Springs, Colo., is the largest and oldest rodeo-sanctioning body in the world. The recognized leader in professional rodeo, the PRCA is committed to maintaining the highest standards. The PRCA, a membership-based organization, sanctions more than 600 rodeos annually, and there are nearly 30 million fans in the U.S. The PRCA showcases the world's best cowboys in premier events through the Wrangler Million Dollar Tour presented by Justin Boots, and its subsequent Justin Boots Playoffs, the Seminole Hard Rock Xtreme Bulls presented by B&W Trailer Hitches, the PRCA's bull riding tour; and the world-renowned Wrangler National Finals Rodeo. Action from PRCA-sanctioned rodeos and its premier events appears on In Country Television, ESPN2, ESPN Classic and ESPN Deportes. Each year, PRCA-sanctioned rodeos raise more than \$26 million for local and national charities. www.prorodeo.com