

# SportsQuest International, LLC

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## SportsQuest International, LLC to launch Preferred Merchant Network in support of *With Equestrian Tact...*

Henderson, Nevada (USA)  
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SportsQuest International, LLC has announced the creation of the SportsQuest Preferred Merchant Network (SportsQuest PMN), a multinational ad hoc consortium of equine focused retailers.

Incorporating tack shops, veterinary supply centers, feed shops, clothing stores, public riding stables, equine themed restaurants and other horse related businesses, the SportsQuest PMN will facilitate distribution of DVDs, books and licensed merchandise from SportsQuest's groundbreaking series *With Equestrian Tact: The International Video Magazine of the Equestrian Sports* and other productions.

“The preferred merchant network will provide an important entrée into the heart of the global horse community,” says SportsQuest's Director of Business Affairs Shabbir Husain. “As we launch the broadcast series in multiple counties, it is important that we remain closely connected to the pulse of the equestrian public - while working to expand the audience for horse sports worldwide.”

“The SportsQuest PMN provides a high profile 'full-duplex' conduit that will create a viable source of new revenue for participating retailers, while affording us opportunities to increase branding, facilitate closer interaction with consumers, enhance community and cross-cultural outreach and receive valuable, unfiltered feedback.” The merchant network will be extensively promoted on-air, on-line and in-print.



An on-going series of public events will be coordinated through SportsQuest PMN member stores. These forums will include video screenings, book signings, product launches and presentations by internationally known riders, drivers, trainers, veterinarians, saddle makers, authors, clinicians and farriers.

For full details on the SportsQuest Preferred Merchant Network, please email:  
[merchant\\_net@SportsQuestInternational.com](mailto:merchant_net@SportsQuestInternational.com).

*With Equestrian Tact: The International Video Magazine of the Equestrian Sports* will launch in the United States this spring on [HRTV](#) – *The Network for Horse Sports*. The fourteen episode series is being offered to broadcasters internationally, with negotiations now complete in several key markets.

### **About SportsQuest International, LLC**

SportsQuest International, LLC is a privately held multimedia production company specializing in the development and promotion of sports related programming that presents positive, informationally rich themes. The company is widely known for its coverage of national and international level equestrian events.

### **About HRTV**

HRTV is a 24-hour, television-based multimedia network dedicated to horseracing which features racing action from the world's greatest racetracks. HRTV also features other forms of equestrian competition, as well as original programming and award-winning documentaries covering a variety of racing and general equestrian topics. The live stream of HRTV is available on a subscription basis to high-speed Internet users worldwide at [www.hrtvlive.com](http://www.hrtvlive.com). The HRTV television network is presently available via cable, telco video and satellite in approximately 19 million U.S. homes.

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