

# SportsQuest International

605 Alcatraz Avenue  
Oakland, CA 94609 USA  
510-547-6437 Telephone and Fax

*www.SportsQuestInternational.com*  
*www.SportsQuest.tv*

**Monday, September 17, 2007**

## **FOR IMMEDIATE RELEASE!**

Contact: SportsQuest International  
510-547-6437 Telephone and Fax

## Equestrian Sports Coverage Available via iTunes

SportsQuest International has announced the worldwide availability of its [SportsQuest.tv – Equestrian Channel](#) [Hi-Res Edition] via Apple, Inc's popular on-line [iTunes store](#).

The Uniform Resource Locator (URL) for the SportsQuest.tv podcast is:

<http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=263655759>

The SportsQuest.tv – Equestrian Channel presents news and documentary features highlighting important national and international competitions. Special editorial focus is given to issues, trends and personalities shaping the development of horse related sports activities throughout the world.

Persons subscribing to the SportsQuest.tv – Equestrian Channel will have the option of playing broadcast quality video content a) on their computer, b) on a video enabled iPod or c) on a television set (via Apple TV).

SportsQuest.tv is an interactive service of [SportsQuest International](#).

Open 24/7, the iTunes Store features more than 6 million audio recordings, 125,000 podcasts, 30,000 audiobooks, 600 TV shows, 500 movies, and iPod games. iTunes is the number one (#1) on-line music store in 22 countries. Over 600 million copies of [iTunes](#) have been distributed.

To date, over 110 million [iPod](#) media players have been sold<sup>1</sup>.

iTunes, iTunes Store, iPod and Apple TV are registered trademarks of [Apple, Inc.](#)

**SportsQuest International** 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 based in Oakland, California (USA), and is widely known for its coverage of national and international level equestrian events.

SportsQuest International is a member of the **iTunes Affiliate Program**.

For further information, please contact SportsQuest.tv via email at: [info@sportsquestinternational.com](mailto:info@sportsquestinternational.com)

#

<sup>1</sup> Source: Apple, Inc.