

# SportsQuest International

605 Alcatraz Avenue  
Oakland, CA 94609 USA

510-547-6437 Telephone and Fax

[www.SportsQuestInternational.com](http://www.SportsQuestInternational.com)



## FOR IMMEDIATE RELEASE

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**Contact:** SportsQuest International  
510-547-6437 Telephone/Fax outside the USA

## International Distributor Appointed For Horse Focused Television Series

SportsQuest International is pleased to announce the appointment of **Prima Television International** as its exclusive agent in the marketing of media rights to “With Equestrian Tact: The International Video Magazine of the Equestrian Sports”. The appointment is on a worldwide basis excluding the United States of America. Prima will seek placement of the series with broadcasters on all continents.

Based in London, Prima Television International was formed in 1998 by Directors **Helen James** and **Lorraine Rudman**. Prima works closely with broadcasters, sponsorship companies and advertising agencies.

Helen James is formerly Head of Sales and Distribution of API Television (now [Octagon CSI](#)) and has also worked for Television Sport and Leisure (TSL). Her experience includes having responsibility for the television broadcasting rights to the Rugby Union World Cup, the Cricket World Cup, the Commonwealth Games, the Paralympic Games and the World Equestrian Games. She has successfully managed the sale of rights to the

World Rally Championships, British Touring Cars, Hawaii Ironman Triathlon Championships and various football (soccer) projects. Ms. James is one of the most experienced and highly respected professionals working within the sports television industry.

Prior to joining Helen James at API Television, Lorraine Rudman was a Sales Manager at ISL Television. During her tenure at ISL, she worked on sports related accounts including [FIFA](#)<sup>1</sup> and [UEFA](#)<sup>2</sup> Football (incorporating the World Cup and European Championships), [IAAF](#) Athletics and [FIVB](#) Volleyball. She has a strong background in “emerging media” opportunities including video, virtual advertising, radio, Internet and CD-ROM.

Collectively, Helen James and Lorraine Rudman have represented top-flight sports federations and organizing committees for nearly 20 years.

Prima Television International has a proven track record in negotiating rights deals of all sizes and in gaining maximum exposure for participating sponsors.

Since its creation, Prima Television has grown rapidly and has been entrusted with representation of a wide range of sports events including:

- [Badminton Horse Trials](#) (presented by Mitsubishi Motors)
- Classic Cars
- ETU European Triathlon Cup
- European Ladies Hockey
- FIS Freestyle Skiing
- FIVB Volleyball World Cup
- FIVB Volleyball World League
- [Gatcombe Park Horse Trials](#)
- ITU World Triathlon Championships
- Katarina Witt's Ice Shows
- [John Smith's Grand National](#)
- Rugby League World Cup
- Toronto Soccer Supercup
- UEFA Football Gala
- World Amateur Boxing Championships
- World Pool Championships
- X Terra World Championships

“With Equestrian Tact...” will air in the United States as a [HorseTV](#) presentation on the [America One Television](#) network. Thirteen (13) half-hour programs are to be produced during 2002.

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).

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<sup>1</sup> [FIFA](#) - Fédération Internationale de Football Association (World Football’s governing body)

<sup>2</sup> [UEFA](#)- Union des Associations Européennes de Football (The parent body of European Football)

**Prima Television International Limited**

Unit 167, Lee Valley Techno Park  
Ashley Road  
London N17 9LN  
United Kingdom

+44-020-8880-4290 Telephone

+44-020-8880-4291 Fax

Email: [primatv@dircon.co.uk](mailto:primatv@dircon.co.uk)

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605 Alcatraz Avenue  
Oakland, CA 94609 USA

510-547-6437 Telephone/Fax

<http://www.SportsQuestInternational.com>

**HorseTV**

[www.horsetv.com](http://www.horsetv.com)

**America One Television**

[www.americaone.com](http://www.americaone.com)

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