

*WITH EQUESTRIAN TACT...*



THE INTERNATIONAL VIDEO  
MAGAZINE OF THE  
EQUESTRIAN SPORTS

PRESENTED BY  
SPORTSQUEST INTERNATIONAL, LLC

MEDIA KIT

LAST UPDATED: DECEMBER 21, 2010

## SERIES OVERVIEW

*THE FEELING OF THE HORSE, AND QUICK AND CORRECT MUSCULAR REFLEXES IN RESPONSE TO THESE FEELINGS, PLUS CONSIDERATION OF THE HORSE'S MENTALITY AND HIS PHYSIQUE, CONSTITUTE WHAT WE CALL EQUESTRIAN TACT.*

VLADIMIR S. LITTAUER

*COMMON SENSE HORSEMANSHIP*

*WITH EQUESTRIAN TACT...* WILL PRESENT FEATURE STORIES ROOTED IN EACH OF THE INTERNATIONALLY CONTESTED EQUESTRIAN DISCIPLINES: JUMPING, DRESSAGE, EVENTING, VAULTING, ENDURANCE, CARRIAGE DRIVING, PARA DRESSAGE AND REINING AND WILL INTRODUCE AUDIENCES TO A VARIETY OF OTHER EQUESTRIAN ACTIVITIES, LIFESTYLES AND RITUALS.

THE SERIES HAS BEEN DEVELOPED WITH THE ASSISTANCE OF EQUIFAVA, INC. AND WILL PREMIERE IN THE UNITED STATES OF AMERICA IN THE SPRING OF 2011 ON **HRTV**<sup>®</sup>. PLACEMENT OF THE SERIES IN ADDITIONAL TERRITORIES WORLDWIDE IS BEING ACTIVELY PURSUED.

THE INITIAL FOURTEEN EPISODES IN THE SERIES WILL INCLUDE A RETROSPECTIVE EXAMINATION OF THE HIGHLY SUCCESSFUL 2010 ALLTECH FEI WORLD EQUESTRIAN GAMES AND WILL GIVE SPECIAL FOCUS TO PREPARATIONS FOR THE 2011 FEI WORLD CUP FINALS IN JUMPING, DRESSAGE AND DRIVING IN LEIPZIG (GERMANY).

SUBSEQUENT SERIES WILL FOCUS ON PREPARATIONS FOR EQUESTRIAN COMPETITIONS AT THE 2012 OLYMPIC GAMES IN LONDON AND THE 2014 FEI WORLD EQUESTRIAN GAMES IN NORMANDY (FRANCE).

TO SHOWCASE THE EXPANDING GLOBAL APPEAL OF THE EQUESTRIAN SPORTS, AND TO CELEBRATE THE DIVERSITY OF THE WORLD EQUESTRIAN COMMUNITY, THE SERIES WILL INCLUDE COVERAGE FROM AT LEAST ONE COMPETITION OR EVENT IN EACH OF THE NINE ORGANIZED REGIONAL GROUPS DESIGNATED BY THE FÉDÉRATION EQUESTRE INTERNATIONALE (THE INTERNATIONAL EQUESTRIAN FEDERATION). THE PRODUCERS BELIEVE THIS IS THE FIRST TIME THAT SUCH A GLOBAL REPRESENTATION OF THE EQUESTRIAN SPORTS HAS BEEN ATTEMPTED IN ANY BROADCAST FORMAT.

## SPORTSQUEST INTERNATIONAL, LLC

SPORTSQUEST INTERNATIONAL, LLC ([WWW.SPORTSQUESTINTERNATIONAL.COM](http://WWW.SPORTSQUESTINTERNATIONAL.COM)) 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.





HRTV ([www.hrtv.com](http://www.hrtv.com)) IS A 24-HOUR, TELEVISION-BASED MULTIMEDIA NETWORK DEDICATED TO THE "SPORT OF KINGS," HORSE RACING, FEATURING LIVE RACING ACTION FROM MANY OF THE SPORT'S GREATEST RACETRACKS INCLUDING EXCLUSIVE ACTION FROM CHURCHILL DOWNS, HOME OF THE KENTUCKY DERBY, PIMLICO, HOME OF THE PREAKNESS STAKES, AND THE LEGENDARY SANTA ANITA PARK. PASSIONATE HORSE FANS ARE ALSO ENTERTAINED AND INFORMED BY HRTV'S AWARD-WINNING DOCUMENTARIES, ORIGINAL PROGRAMMING, IN-DEPTH ANALYSIS AND NOW A BROAD ARRAY OF EQUESTRIAN COMPETITIONS AND TARGETED LIFESTYLE PROGRAMMING. THE LIVE STREAM OF HRTV IS AVAILABLE ON A SUBSCRIPTION BASIS AT [www.hrtvlive.com](http://www.hrtvlive.com) TO HIGH SPEED INTERNET USERS WORLDWIDE. THE HRTV TELEVISION NETWORK IS PRESENTLY AVAILABLE VIA CABLE, TELCO VIDEO AND SATELLITE IN APPROXIMATELY 19 MILLION US HOMES.

## EQUIFAVA, INC.



EQUIFAVA, INC. ([www.equifava.org](http://www.equifava.org)) IS A TEXAS-BASED NON-PROFIT ORGANIZATION DEDICATED TO RESEARCHING AND DOCUMENTING FILM AND VIDEO FROM THE PAST CENTURY THROUGH TODAY FOCUSING ON THE HISTORY, KNOWLEDGE AND HERITAGE OF THE HORSE AND HORSE CULTURES THROUGHOUT THE WORLD. THE ORGANIZATION IS FUNDED THROUGH INDIVIDUAL AND CORPORATE SPONSORSHIPS, DONATIONS, GRANTS, SUBSCRIBER ACCESS FEES AND PRODUCT SALES THROUGH AFFILIATED ENTERPRISE RETAIL WEBSITES. PEGASUSTV PROVIDES ONLINE ACCESS TO THE EQUIFAVA ARCHIVES, AS WELL AS PROVIDING PRIVATE AND PROPRIETARY CHANNELS FOR ORGANIZATIONS AND INDIVIDUALS.

# LEADERSHIP

## MELVIN H. COX, SERIES CREATOR AND PRODUCER



PHOTO CREDIT: ERIC LUSE/SAN FRANCISCO CHRONICLE

THE MANAGING DIRECTOR AND SENIOR PRODUCER OF SPORTSQUEST INTERNATIONAL, LLC, MELVIN COX HAS SPENT MUCH OF HIS CAREER IN PURSUIT OF THOSE COMPELLING STORIES, SOUNDS, WORDS AND IMAGES WHICH REFLECT HIS MULTIFACETED INTERESTS IN HORSES, TECHNOLOGY, SPORT, INTERNATIONAL RELATIONS AND SOCIAL EQUALITY.

A GRADUATE OF THE [UNIVERSITY OF CALIFORNIA, SANTA CRUZ](#), MR. COX HAS 'HANDS-ON' EXPERTISE IN A NUMBER OF COMPLEMENTARY DISCIPLINES: EDUCATION, TELEVISION PRODUCTION, PUBLIC RELATIONS, COMPUTER TECHNOLOGY AND DATABASE MANAGEMENT. HE HAS TAUGHT AT THE SECONDARY AND COLLEGIATE LEVELS AND HAS SUCCESSFULLY ORGANIZED AND LED DOCUMENTARY PRODUCTION TEAMS ON ASSIGNMENT IN FOURTEEN NATIONS (AND COUNTING...)

SINCE 1996, COX HAS PRODUCED DOCUMENTARY COVERAGE OF INTERNATIONAL EQUESTRIAN COMPETITIONS IN THE UNITED KINGDOM, GERMANY, CANADA, JAMAICA AND THE UNITED STATES.

HE HAS WORKED WITH THE UNITED STATES EQUESTRIAN DRILL CHAMPIONSHIP SINCE 2005, AND WAS THE EVENT'S MEDIA COORDINATOR FOR 2010.

RECENTLY RELEASED DVD TITLES INCLUDE:

- [THE SPIRIT OF AACHEN](#) (PRODUCER/DIRECTOR/PROGRAM PRESENTER)



- [YEAH, MON! HIGHLIGHTS OF THE 2009 NOTTING HILL CARNIVAL \(LONDON\)](#) (PRODUCER/DIRECTOR/EDITOR)
- [JOHN L. WALLER: STRIVING FOR EQUALITY](#) (TECHNICAL PRODUCER/EDITOR)

SHABBIR I. HUSAIN, ASSOCIATE PRODUCER/PRODUCTION MANAGER



OVER THE PAST TWENTY YEARS, SHABBIR HUSAIN HAS WORKED IN THE COMPUTER SOFTWARE AND MULTIMEDIA PRODUCTION INDUSTRIES IN A VARIETY OF PROFESSIONAL CAPACITIES. HE IS CURRENTLY AN ASSOCIATE PRODUCER AND DIRECTOR OF BUSINESS AFFAIRS FOR SPORTSQUEST INTERNATIONAL, LLC.

MR. HUSAIN HOLDS A BSC DEGREE IN CHEMICAL ENGINEERING FROM [UNIVERSITY COLLEGE, LONDON](#) (UK) AND A MASTERS DEGREE IN COMPUTER SCIENCE FROM THE [UNIVERSITY OF TEXAS, ARLINGTON](#) (USA).

A U.S. CITIZEN, SHABBIR HAS LIVED IN BANGLADESH, INDIA, PAKISTAN, THAILAND, THE UNITED KINGDOM AND THE UNITED STATES OF AMERICA. HE PRESENTLY DIVIDES HIS TIME BETWEEN THE UNITED STATES AND ASIA, AND HAS TAKEN THE LEAD ROLE IN SPORTSQUEST INTERNATIONAL'S SEARCH FOR INNOVATIVE CONTENT FROM A WIDE VARIETY OF PROGRAMMING SOURCES.

HIS PROFESSIONAL INTERESTS INCLUDE ANIMATION, MULTIMEDIA EDITING, SOFTWARE DEVELOPMENT AND TESTING, TECHNICAL SUPPORT, CONSULTING AND MARKETING.

AS A MEMBER OF THE SPORTSQUEST INTERNATIONAL PRODUCTION TEAM SHABBIR HAS CONTRIBUTED TO DOCUMENTARY COVERAGE OF WORLD-CLASS JUMPING, DRESSAGE AND EVENTING COMPETITIONS IN EUROPE AND THE UNITED STATES. HIS PRODUCTION CREDITS INCLUDE COVERAGE OF THE MITSUBISHI MOTORS BADMINTON HORSE TRIALS, 2004 U.S. OLYMPIC JUMPING TRIALS, THE ROYAL WINDSOR HORSE SHOW, CHIO AACHEN AND THE 2009 ALLTECH FEI EUROPEAN JUMPING AND DRESSAGE CHAMPIONSHIPS.

PRIOR TO JOINING SPORTSQUEST INTERNATIONAL, SHABBIR HUSAIN WAS THE FOUNDER AND CEO OF SOFTBASE TECHNOLOGIES, INC. A TECHNICAL SERVICE AND RECRUITING FIRM WITH FORTUNE 500 CLIENTS.

## ELIZABETH KAYE MCCALL, WRITER



PASSIONATE ABOUT HORSES, TRAVEL, AND ENTERTAINMENT, ELIZABETH KAYE MCCALL CAN BE FOUND EITHER IN THE SADDLE OR TROTTING THE GLOBE WHEN NOT HOME IN CALIFORNIA, WRITING ABOUT IT.

THE AUTHOR OF *THE TAO OF HORSES: EXPLORING HOW HORSES GUIDE US ON OUR SPIRITUAL PATH* (ADAMS MEDIA), ELIZABETH WORKED AS THE HORSE INDUSTRY LIAISON FOR THE ACCLAIMED CANADIAN EQUESTRIAN SPECTACLE CAVALIA ON ITS INITIAL NORTH AMERICAN TOUR.

ELIZABETH HOLDS A BACHELOR'S DEGREE FROM [MIAMI UNIVERSITY](#) IN OXFORD, OHIO AND A MASTER'S DEGREE FROM [RYOKAN COLLEGE](#) IN LOS ANGELES.

A FREQUENT CONTRIBUTOR TO BOTH MAINSTREAM AND EQUESTRIAN MEDIA, HER ARTICLES HAVE APPEARED IN *USA WEEKEND*, *LOS ANGELES TIMES*, *SEATTLE POST-INTELLIGENCER*, *HEMISPHERES*, *AMERICA'S HORSE*, *COWBOYS & INDIANS*, *DRESSAGE TODAY*, *TEXAS HORSE TALK*, *TRAVELAGE WEST*, AND MORE.

ELIZABETH HANDLED PUBLICITY FOR THE LAUDED FRENCH EQUESTRIAN THEATER COMPANY ZINGARO DURING ITS ONLY WEST COAST ENGAGEMENT IN THE UNITED STATES.



SHE HAS BEEN A CONSULTANT TO THE AWARD-WINNING ARABIAN NIGHTS DINNER ATTRACTION IN ORLANDO, FLORIDA. ELIZABETH CONTRIBUTED TO THE BOOK, *THE ULTIMATE HORSE LOVER*, FROM HEALTH COMMUNICATIONS, INC.

SHE IS THE PROUD OWNER OF AN EGYPTIAN ARABIAN STALLION NAMED RAJALIKA.



MEGAN BENJAMIN (USA)  
2006 WORLD EQUESTRIAN GAMES  
(WEG) WOMEN'S VAULTING CHAMPION  
PHOTO CREDIT: BARTWIG FAMILY/AMERICAN  
VAULTING ASSOCIATION

# SPORTSQUEST.TV ADVISORY GROUP

NAME:	COUNTRY:	AFFILIATION:
DAVID M. TALLEY, ESQ. (ADVISORY GROUP CHAIR)	USA	RETIRED EXECUTIVE, FOX TELEVISION
MARY K.B. BINKS	KENYA	HORSE ASSOCIATION OF KENYA
GARY BONNER	USA	UNITED STATES EQUESTRIAN DRILL ASSOCIATION
SULTAN DARR	BRAZIL	DRESSAGE RIDER AND COACH
SALLY L. LASATER	USA	EQUIFAVA, INC.

ADDITIONAL MEMBERS TBA



## OUTREACH

CONSISTENT WITH SPORTSQUEST INTERNATIONAL, LLC'S COMMITMENT TO THE EXPANSION OF EQUESTRIAN SPORTS AUDIENCES AND HORSE-RELATED BUSINESS OPPORTUNITIES THROUGHOUT THE WORLD, THE PRODUCERS WILL SCHEDULE PERIODIC SCREENINGS IN URBAN, SUBURBAN AND RURAL COMMUNITIES THROUGHOUT THE UNITED STATES, CANADA AND OTHER TERRITORIES.

THESE PRESENTATIONS WILL INCLUDE:

- PERSONAL APPEARANCES BY *WITH EQUESTRIAN TACT..* PRODUCERS IN CONVERSATION WITH NATIONALLY AND INTERNATIONALLY KNOWN RIDERS, DRIVERS, VETERINARIANS, NUTRITIONISTS AND TRAINERS
- SCREENINGS OF *WITH EQUESTRIAN TACT..* EPISODES, BLOOPERS AND 'EXTRA' CONTENT
- QUESTION AND ANSWER SESSIONS
- TICKET, DVD AND ANCILLARY ITEM GIVEAWAYS

SPORTSQUEST INTERNATIONAL, LLC WILL WORK WITH STUDENT AND COMMUNITY GROUPS, RIDING CLUBS, FAITH-BASED ORGANIZATIONS AND HUMAN RIGHTS CRUSADES IN ACTIVELY SEEKING TO ENGAGE 'NON-TRADITIONAL' EQUESTRIAN SPORTS AUDIENCES.

# UNDERWRITING OPPORTUNITIES

WITH EQUESTRIAN TACT... OFFERS AN ATTRACTIVE, FIRST QUALITY, 'EVERGREEN' PLATFORM TO UNDERWRITERS WISHING TO ESTABLISH AND/OR REINFORCE BRANDING WHICH EXTENDS BEYOND THE PARAMETERS OF THE STANDARD 30 SECOND SPOT.

VIA EMBEDDED ADVERTISING, SELECTIVE PRODUCT PLACEMENTS AND OTHER MARKETING TECHNIQUES, CORPORATE AND ENTREPRENEURIAL SPONSORS ARE ENCOURAGED TO TEAM WITH SERIES PRODUCERS IN PRESENTING INFORMATIVE, INNOVATIVE AND COMPELLING MESSAGES TO BROADCAST, BROADBAND, ON-DEMAND AND MOBILE AUDIENCES WITHIN THE INTERNATIONAL EQUESTRIAN MARKETPLACE.

SPORTSQUEST INTERNATIONAL IS ACTIVELY LOOKING TO PARTNER WITH PROGRESSIVE STAKEHOLDERS IN UPPING THE LEVEL OF KNOWLEDGE IN A VARIETY OF EQUINE RELATED AREAS: HEALTH AND NUTRITION, BREEDING AND GENETICS, COURSE DESIGN, SPORTS DEVELOPMENT AND OTHERS.

THE SPORTSQUEST MARKETING TEAM LOOKS FORWARD TO WORKING WITH YOU IN THE DEVELOPMENT OF INDIVIDUALIZED PROGRAMS FOR THE ENHANCED UNDERWRITING OF THIS SERIES.

## CLASSES OF SPONSORSHIP (2011 SERIES):

- GLOBAL PRESENTING SPONSOR
- OFFICIAL PARTNERS
- SMALL BUSINESS/ENTREPRENEURIAL SPONSORS

KINDLY CONTACT SPORTSQUEST INTERNATIONAL, LLC FOR FULL DETAILS.

# CONTACTS

GENERAL INQUIRES:

SPORTSQUEST INTERNATIONAL, LLC



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# PROSPECTIVE PRODUCTION VENUES – 2011

## APPENDIX A



TAMMY GREAVES (UNITED KINGDOM) AND JAC WONDERS WHO  
(PARTICIPANTS IN THE 2010 ALLTECH FEI WORLD EQUESTRIAN GAMES)  
PHOTO COURTESY: JOHN AND PATRICIA GREAVES

HM THE KING'S CUP ENDURANCE  
RIDE CHALLENGE

GÖTEBORG HORSE SHOW

BALVANERA HORSE SHOW

DUBAI INTERNATIONAL HORSE FAIR

SAUT HERMÉS AU GRAND PALAIS

MITSUBISHI MOTORS BADMINTON  
HORSE TRIALS

PARTNER PFERD  
FEI WORLD CUP FINALS 2011

FEI WORLD REINING FINAL

SAKHIR INT'L ENDURANCE  
VILLAGE (BAHRAIN)

GÖTEBORG (SWEDEN)

SANTIAGO DE QUERÉTARO  
(MEXICO)

DUBAI (UNITED ARAB EMIRATES)

PARIS (FRANCE)

BADMINTON,  
GLOUCESTERSHIRE  
(UNITED KINGDOM)

LEIPZIG (GERMANY)

MALMÖ (SWEDEN)

CSI2* TBILISI	TBILISI (GEORGIA)
CSIO ROME	PIAZZA DI SIENA, ROME (ITALY)
INTERNATIONALES PFINGSTTURNIER	WIESBADEN (GERMANY)
SHINING MOON LAKE ENDURANCE	SHINING MOON LAKE (JAPAN)
BATTLE IN THE SADDLE	OKLAHOMA CITY, OK (USA)
CHIO AACHEN AND THE AACHEN SCHOOL OF COURSE DESIGN INTERNATIONAL SYMPOSIUM	AACHEN (GERMANY)
WORLD CHAMPIONSHIP OF ENDURANCE FOR JUNIORS AND YOUNG RIDERS	BRAGANÇA PAULISTA SP (BRAZIL)
FÁILTE IRELAND DUBLIN HORSE SHOW	DUBLIN (IRELAND)
ATHINA ONASSIS INTERNATIONAL HORSE SHOW	RIO DE JANEIRO (BRAZIL)
SPRUCE MEADOWS MASTERS TOURNAMENT	CALGARY, ALBERTA (CANADA)
NAIROBI WCHA-D (FEI WORLD DRESSAGE CHALLENGE)	NAIROBI (KENYA)
KAPCHAGAY CIC3*	KAPCHAGAY (KAZAKHSTAN)
LAND ROVER/USEA AMERICAN EVENTING CHAMPIONSHIP	CHATTAHOOCHEE HILLS FAIRBURN, GEORGIA (USA)
PAN AMERICAN GAMES	GUADALAJARA (MEXICO)
GLOBAL DRESSAGE FORUM	HOOGHE MIERDE (NETHERLANDS)
AUSTRALIAN INTERNATIONAL THREE-DAY EVENT	ADELAIDE, SA (AUSTRALIA)
GUCCI MASTERS AT SALON DU CHEVAL DE PARIS	PARIS (FRANCE)
OLYMPIA: THE LONDON INTERNATIONAL HORSE SHOW	LONDON (UNITED KINGDOM)

[ADDITIONAL VENUES TBA]

PLEASE NOTE: SUBJECT TO MODIFICATION

# VITAL STATISTICS

## APPENDIX B



BILL STEINKRAUS (USA)  
AT CHIO AACHEN (1958)

PHOTO COURTESY: AACHEN-LAURENSBERGER RENNVEREIN E.V.

## U.S. HORSE INDUSTRY DEMOGRAPHICS

- THERE ARE 9.2 MILLION HORSES IN THE UNITED STATES
- THERE ARE 4.6 MILLION AMERICANS INVOLVED IN THE INDUSTRY AS OWNERS, SERVICE PROVIDERS, EMPLOYEES AND VOLUNTEERS. TENS OF MILLIONS MORE PARTICIPATE AS SPECTATORS
- 2 MILLION PEOPLE OWN HORSES
- THE HORSE INDUSTRY HAS A DIRECT ECONOMIC EFFECT ON THE UNITED STATES ECONOMY OF \$39 BILLION ANNUALLY - \$102 BILLION WHEN THE MULTIPLIER EFFECT OF INDUSTRY SUPPLIERS AND EMPLOYEES IS TAKEN INTO ACCOUNT
- THE INDUSTRY DIRECTLY PROVIDES 460,000 FULL-TIME EQUIVALENT (FTE) JOBS



- THE HORSE INDUSTRY PAYS \$1.9 BILLION IN FEDERAL, STATE AND LOCAL TAXES
- OVER 70 PERCENT OF U.S. HORSE OWNERS LIVE IN COMMUNITIES WITH A POPULATION OF 50,000 OR LESS
- APPROXIMATELY 34 PERCENT OF HORSE OWNERS HAVE A HOUSEHOLD INCOME OF LESS THAN \$50,000 AND 28 PERCENT HAVE AN INCOME OF OVER \$100,000. 46 PERCENT OF HORSE OWNERS HAVE AN INCOME OF BETWEEN \$25,000 AND \$75,000

SOURCE: AMERICAN HORSE COUNCIL

- THE NUMBER OF FARMS IN THE UNITED STATES GREW 4 PERCENT AND THE OPERATORS OF THOSE FARMS BECAME MORE DEMOGRAPHICALLY DIVERSE BETWEEN 2002 AND 2007

SOURCE: NATIONAL AGRICULTURAL STATISTICS SERVICE (NASS) – 2007 CENSUS OF AGRICULTURE

- THE RURAL LIFESTYLE MARKET REPRESENTS 25.86% OF ALL U.S. HOUSEHOLDS, AN ESTIMATED 69.1 MILLION PERSONS
- SATELLITE / CABLE TV HAS A STRONG PENETRATION OF THE RURAL LIFESTYLE MARKET AT 80%. INTERNET ALSO HAS 80% PENETRATION OF THIS MARKET

SOURCE: NATIONAL RURAL LIFESTYLE STUDY – NATIONAL ASSOCIATION OF FARM BROADCASTERS (2006)

## GLOBAL FOCUS

- THE WORLD'S HORSE POPULATION IS ESTIMATED AT 75,000,000
- CHINA NOT ONLY HAS THE MOST PEOPLE IN THE WORLD, BUT ALSO HAS THE MOST HORSES WITH 10,000,000
- THERE ARE OVER 350 RECOGNIZED BREEDS OF HORSES AND PONIES

SOURCE: FUN HORSE FACTS - CIRCLE R RANCH.COM

- THERE ARE 133 NATIONAL FEDERATIONS AFFILIATED TO THE FÉDÉRATION EQUESTRE INTERNATIONALE

SOURCE: FÉDÉRATION EQUESTRE INTERNATIONALE

- PROVIDING EMPLOYMENT FOR AN ESTIMATED 10,000 PERSONS, TIANJIN HORSE CITY IN CHINA WILL INCLUDE AN EQUESTRIAN COLLEGE, FEEDSTUFF PLANT, BREEDING CENTER, EQUINE HOSPITAL, AND QUARANTINE FACILITY. CREATED THROUGH AN INTERNATIONAL JOINT VENTURE, THE PROJECT TARGETS THE TRAINING OF 8,000 EQUESTRIAN PROFESSIONALS AND WILL INCLUDE LUXURY HOTELS, COMMERCIAL OFFICES AND RESIDENTIAL FACILITIES

SOURCE: BLOOMBERG BUSINESS WEEK AND THE KHALEEJ TIMES



NELSON PESSOA  
(BRA) AND GRAN  
GESTE AT CHIO  
AACHEN (1964)  
PHOTO COURTESY:  
AACHEN-LAURENSBERGER  
RENNVEREIN E.V.

## NORTH AMERICAN EQUESTRIAN SPORTS AUDIENCE PROFILE

*THE RESULTS OF THE SURVEY DEVELOP A PROFILE OF THE "TYPICAL" ... OWNER/RIDER/DRIVER AS A WELL EDUCATED, FEMALE MEMBER OF THE BABY-BOOM GENERATION, WHO HAS BEEN RIDING OR DRIVING HORSES FOR MORE THAN TEN YEARS.*

*...SHE IS A PROPERTY OWNER, LIVES ON THE SAME PROPERTY AS THE HORSES SHE RIDES, DRIVES OR CARES FOR. IN HER HOUSEHOLD ARE TWO DOGS, THREE CATS AND ONE OTHER PET... AND ONE OTHER PERSON WHO RIDES OR DRIVES.*

*SHE WEARS MANY HATS. WHEN ASKED IF THEY WERE A COACH, BREEDER, COMPETITOR, PLEASURE RIDER, ETC., AS A MEANS OF DEFINING PARTICIPATION IN THE HORSE INDUSTRY MOST SURVEY PARTICIPANTS CHOSE AT LEAST FOUR DIFFERENT CATEGORIES TO DEFINE THEIR INDUSTRY ROLE.*

*INFORMATION IS THE KEY TO HER PARTICIPATION IN THE INDUSTRY. SHE BELONGS TO AT LEAST TWO DIFFERENT HORSE-RELATED ASSOCIATIONS, AND REGULARLY READS THREE DIFFERENT HORSE MAGAZINES.*

*(SHE) OWNS A COMPUTER, AND MAKES HEAVY USE OF THE INTERNET TO RESEARCH HORSE-RELATED INFORMATION.*

VEL EVANS, [STRATEGIC EQUINE MARKETING](#)  
CANADIAN HORSE INDUSTRY RESEARCH STUDY  
COMMISSIONED BY THE CANADIAN EQUESTRIAN FEDERATION (1998)

# NEWS RELEASES/CLIPPINGS

## APPENDIX C



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[Home](#) » [News](#) » International equine video news magazine announced

### International equine video news magazine announced

Tuesday, 02 February 2010 07:43



SportsQuest International has announced plans for the production of its globally-focused video news magazine, "With Equestrian Tact..."

**Equifave: The Equine Film & Video Archive for the Preservation of the Horse in Media**, will serve as fiscal agent for the series and provide initial distribution through its non-profit video portal, PegasusTV.org. PegasusTV provides online access to the Equifave archives, a growing digital depository of video and film focusing on the history of the horse and equestrian cultures throughout the world, in addition to offering no-cost proprietary video channels to organizations and individuals within the equestrian community.

In development for several years, With Equestrian Tact ... will present feature stories rooted in each of the internationally contested equestrian disciplines: jumping, dressage, eventing, vaulting, endurance, carriage driving, para dressage and reining and will introduce audiences to a variety of other equestrian activities, lifestyles and rituals.

The initial ten-part series will give special focus to preparations for the **2010 Alltech FEI World Equestrian Games**. A follow-up series will focus on preparations for equestrian competitions at the **2012 Olympic Games** in London. Both series will be available to viewers via traditional television distribution platforms as well through select Internet websites.

Already 'in-the-can' is an exclusive interview with Dr. Pearce Lyons, the founder and president of Alltech - title sponsor of this year's world equestrian championships in Lexington, Kentucky. The far-reaching interview was recorded on the grounds of Windsor Castle (UK), during the 2009 Alltech FEI European Showjumping and Dressage Championships.

"We are strongly committed to the video news magazine format," says SportsQuest's Managing Director and Senior Producer, Melvin Cox. "We believe that good story telling, integrity and a healthy respect for the sport, the participants and the audience are paramount."

Cox added, "I am part of the generation that grew up under the influence of ABC's Wide World of Sports - the hugely successful, long running series that established high standards for sports and journalism. While numerous technological advances have been made since its debut, the model created by the legendary Roone Arledge and his team at ABC continues to challenge and inspire the way we approach our work today. Contemporary storytellers whose work I greatly admire include PBS' Rick Steeves and the Travel Channel's Anthony Bourdain.

With Equestrian Tact... will seek to convey a global perspective and to build bridges for understanding and cooperation. Our raison d'être is to introduce equestrian and non-equestrian audiences to horse-related traditions, legacies and anecdotes from throughout the world - while providing a high level of supplemental coverage to many of the year's most important competitions. The focus is not on a given competition, but rather on the often extraordinary efforts and the compelling stories of those involved - horses, riders, trainers, drivers, owners, sponsors, etc... We look forward to working with an international team of talented contributors, and to developing long term relationships with forward thinking sponsors and underwriters."

To showcase the expanding global appeal of the equestrian sports, and to celebrate the diversity of the world equestrian community, the preliminary production schedule anticipates coverage of at least one high performance event in each of the nine organized regional groups designated by the Fédération Equestre Internationale (the International Equestrian Federation). The producers believe this is the first time that such a global representation of the equestrian sports has been attempted in any broadcast format.

Specific stories in development for the 2010 series include:

- Special coverage from the Dubai International Horse Fair and the Dubai International Arabian Horse Championship
- Behind the Scenes at the FEI - a visit to the International Equestrian Federation's headquarters in Lausanne, Switzerland.
- The Making of a Great Saddle - a visit to the workshop/headquarters of a famous European saddle maker
- A Culinary Guide to Badminton - an epicurean's search for the best food and drink at the world's most prestigious Three Day Event
- Flying 1st Class - transportation of horses to the World Equestrian Games
- Britain's Black Princess of Reining - a profile of Tammy Greaves (2009 European Team Bronze Medalist)
- "The Road to Undale . . ." - top teams prepare for Super Ride VIII: The 2010 Equestrian Drill Championships at the Texas Rose Horse Park, near Undale, Texas.

Complete details regarding With Equestrian Tact..., including non-profit sponsorship funding opportunities and a listing of the projected production venues are now available on the With Equestrian Tact... [preview page](#) on Equifave.org.

Join us for the most exciting equestrian event in the world!

The 2010 World Equestrian Games - The WEG in the heart of America's Bluegrass Horse Country - Lexington, Kentucky!!

Click here for your free no-obligation information. We also find out more about our 2010 Hanoverian Winter Auction, Young Riders and Bundeschampionate tests.

Contact Us at  
info@organso.com.au  
Phone: +61 8 9226 3655



now at 2 locations:

Amara @ The Royal Pines Polo Club  
+  
Sh Heremes @ 22 G, Gnd Floor  
Jalan Sri Hartamas 4th Precinct

#### Events

- Sat, Jul 2nd, @7:00am  
**Premier Cup Series 2**
- Fri, Jul 9th, @3:00am  
**Royal Palang Classic**
- Sat, Jul 17th, @8:00am  
**CSE-W 30 Classic**
- Sun, Jul 25th, @8:00am  
**Cross Country Day**
- Fri, Jul 30th, @8:00am  
**CSE-W Malaysian Open**
- Thu, Aug 5th, @8:00am  
**CSE-W Hardala Masters**
- Sat, Aug 14th - Mon, Aug 23rd  
**Youth Olympic Games**

#### Other news

1. [2010 FEI Children on Horses, Junior and Young Rider European Jumping Championships](#)
2. [Seminar: Nourishing Your Horse For Optimum Performance](#)
3. [Moorlands Totilas wins the Deutsche Bank Prize at Aachen](#)
4. [Irish storm to victory in Aachen](#)
5. [OCT Charity preview](#)
6. [Germany's Anja Pflanzke tops Nürmberger WDM Rider Rankings](#)
7. [Irish first in at Aachen Maydan FEI Nations Cup](#)
8. [First Aid Course to be held at Bukit Kiara](#)
9. [Sh Falsterbo Focus World Dressage Masters Freestyle Win in Arko](#)
10. [Jonny Hilberath and Amösent win Moorland Road Ride Grand Prix at the Pines](#)



POSTED: Monday March 16th 2009  
FOR IMMEDIATE RELEASE

## “The Spirit of Aachen”: a documentary for television

Special screenings of “The Spirit of Aachen” - a documentary for television, have been confirmed for April 17th in Las Vegas (NV), April 24th in Lexington (KY) and June 26th at the Texas Rose Horse Park, near Lindale (TX). The one-hour program presents

Special screenings of “The Spirit of Aachen” - a documentary for television, have been confirmed for April 17th in Las Vegas (NV), April 24th in Lexington (KY) and June 26th at the Texas Rose Horse Park, near Lindale (TX).

The one-hour program presents a compelling look at the annual CHIO Aachen – World Equestrian Festival in Germany. Aachen has been a major fixture on the international equestrian calendar for over one hundred years.

The presentation includes exclusive interviews with noted course designer Dr. Arno Gego (Germany), legendary riders and trainers George H. Morris (USA) and Nelson Pessoa (Brazil), Grand Prix of Aachen winners Beezie Madden (USA) and Meredith Michaels-Beerbaum (Germany), grooms Clark Shipley (USA) and Katherine Walsh (USA), Dressage superstar Steffen Peters (USA), and Carriage Driving champions Karen Bassett (United Kingdom) and Benjamin Allaud (France).

The documentary also features a visit with Hans Riegler, Chief Rider for the Spanish Riding School of Vienna.

Conversations with jazz musician Bob Chilcote, horse owners Dr. and Mrs. Marvin Hausman (USA) and noted horse breeders Dr. Axel Zogbaum (Trakehner) and Harli Seifert (Oldenburg), both of Germany, are also included.

Principal photography was conducted on-location during the 2005 CHIO Aachen tournament by an international production team (Bangladesh, Germany, United States of America), led by California based Producer/Director, Melvin H. Cox.

The recently updated ‘Director’s Cut’ edition incorporates historic photographs pulled from the CHIO Aachen archives.

“The Spirit of Aachen” will be shown in the CBC Auditorium (Room A106) on the campus of the University of Nevada, Las Vegas (UNLV), at 11:30 a.m. and at 1:30 p.m. on Friday, April 17th. The UNLV screenings will coincide with the Rolex FEI World Cup Finals in Jumping and Dressage, April 15 – 19, at the university’s Thomas & Mack Center.

The program will also be screened in the Fifth Third Theater at the Kentucky Horse Park at 1:30 p.m. and at 3:15 p.m. on Friday, April 24, during the 2009 Rolex Kentucky Three-Day Event. Please Note: Admittance to the Kentucky Horse Park will require a ticket to the Rolex event.

A Texas premiere will accent Super Ride VII: The 2009 United States Equestrian Drill Championship (USEDC).



Lipizzan on the Long Rein The Spanish Riding School of Vienna



Meredith Michaels-Beerbaum (Germany) 2005 Grand Prix of Aachen Champion



Harli Seifert, Internationally known horse breeder

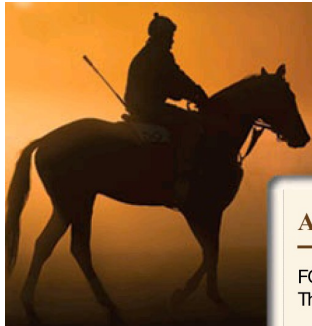
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## AHP Newsgroup: International Equestrian Video Magazine Inks Major TV Licensing Agreement

FOR IMMEDIATE RELEASE  
Thursday, August 12, 2010

Anahuac, TX - [EquiFAVA, Inc.](http://www.equifava.com), announced today that "With Equestrian Tact...", the internationally focused equestrian sports magazine being produced by [SportsQuest International](http://www.sportsquestinternational.com), has finalized its licensing agreement with [HRTV](http://www.hrtv.com) - a television network currently reaching over 19 million households in the U.S. on cable and satellite. It will also be available online to a worldwide audience through [PegasusTV.com](http://www.pegasustv.com), as well as via other international television outlets. EquiFAVA, Inc., a non-profit organization providing development, licensing and funding support for producers of original equestrian video programming, acted as agent for the new series.

Premiering in the U.S. this fall, the unique series will feature fourteen episodes celebrating the diversity of the world's equestrian community through the inclusion of coverage from at least one competition or event in each of the nine geographically organized regional groups designated by the [Fédération Equestre Internationale](http://www.federationequestreinternationale.com) (International Equestrian Federation).

"With Equestrian Tact: The International Video Magazine of the Equestrian Sports" will present feature stories covering the people, horses and venues surrounding each of the internationally contested equestrian disciplines: jumping, dressage, eventing, vaulting, endurance, carriage driving, para dressage and reining, and will introduce audiences to a variety of other equestrian activities, lifestyles and cultures.

The 2010/11 series is giving special focus to preparations and follow-up for the 2010 Alltech FEI World Equestrian Games and for the 2011 FEI World Cup Finals in Jumping, Dressage and Driving at the famous Partner Pferd Horse Show in Leipzig (Germany). Subsequent series will focus on preparations for equestrian competitions at the 2012 Olympic Games in London and the 2014 FEI World Equestrian Games in Normandy (France).

"We believe that the broad editorial focus of the series will attract new audiences as well as those with a lifelong association with horses", says Shabbir Husain, SportsQuest's Asia-based Director of Business Affairs and an Associate Producer on the project. "The business of horses is truly global in nature. That universality is growing rapidly, as witnessed by expansion of the sport through the FEI's [Development Initiatives](http://www.fei.org) and by the recently announced ten year, four billion dollar (\$4,000,000,000) [Tianjin Horse City](http://www.tianjinhorsecity.com) project in China. A globally focused equestrian television news magazine will reinforce this reality, and will offer unheralded branding opportunities to forward-thinking corporate and entrepreneurial enterprises".

The "With Equestrian Tact..." series offers a highly attractive, first-class vehicle for companies both large and small wishing to tap into the very desirable demographics of both the domestic and global equestrian communities.

- ends -

### About:

**SportsQuest International, LLC** ([www.sportsquestinternational.com](http://www.sportsquestinternational.com)) is a privately held multimedia production company specializing in the development and promotion of sports related programming that presents positive, informationally rich themes.

**HRTV** ([www.hrtv.com](http://www.hrtv.com)) is a 24-hour, television-based multimedia network dedicated to the "Sport of Kings," featuring live racing from many of the sport's greatest racetracks, including exclusive action from Churchill Downs, Pimlico and legendary Santa Anita Park. Viewers are also entertained and informed by HRTV's award winning documentaries, original programming, in-depth analysis and now a broad array of equestrian competitions and targeted lifestyle programming. The live stream of HRTV is available on a subscription basis at [www.hrtvlive.com](http://www.hrtvlive.com) to high speed Internet users worldwide. The HRTV television network is presently available via cable, telco video and satellite in approximately 19 million US homes.

**EquiFAVA, Inc.** ([www.equifava.org](http://www.equifava.org)) is a Texas-based non-profit organization dedicated to researching and documenting film and video from the past century through today focusing on the history, knowledge and heritage of the horse and horse cultures throughout the world. The organization is funded through individual and corporate sponsorships, donations and grants, and also provides development, licensing and funding support for producers of original equestrian video programming.

**PegasusTV.com** ([www.pegasustv.com](http://www.pegasustv.com)) is the online video portal hosting the Equine Film & Video Archives (EquiFAVA). It is also home to the new Equus Theater, providing on-demand Pay-Per-View and Free-To-View platforms for equine-focused programming.

### Resources:

[With Equestrian Tact... Media Kit](#)

[With Equestrian Tact... One Sheet](#)

### Contacts:

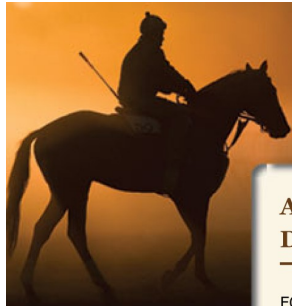
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## AHP Newsgroup: HRTV'S Equestrian Programming Debuts "The Spirit Of Aachen: A Documentary For Television" on Wednesday, Oct. 27

FOR IMMEDIATE RELEASE

Arcadia, CA, Oct. 22 -- Following a successful experience as presenting sponsor of the recently-concluded PRE-VENT International Equestrian Festival in Lexington, KY, HRTV (R) will continue its popular weekly equestrian programming with the exclusive broadcast debut of "The Spirit of Aachen: a documentary for television."

Produced by SportsQuest International, LLC, the hour-long program will debut on Wednesday, Oct. 27, at 9 p.m. ET/6 p.m. PT, and re-air on numerous occasions.

"The CHIO Aachen event is an established, annual 'happening' in the equestrian world," said Jim Bates, HRTV's Executive Vice President and General Manager. "As our on-going commitment to provide our viewers with the best in equestrian programming, 'The Spirit of Aachen' documentary certainly fits the bill."

"The Spirit of Aachen" will take an in-depth look at the 2005 CHIO Aachen -- World Equestrian Festival in Germany, a fixture on the international equestrian scene for more than a century. Principal photography was conducted on-location during the CHIO Aachen tournament by an international production team.

"The Aachen story goes far beyond the field of competition," says Producer/Director Melvin H. Cox. "It combines a historic location at the crossroads of Europe with a kaleidoscope of personalities, disciplines, perspectives and traditions. It is a story of a magnificent organization, consistent evolution, intelligent marketing and a commitment to excellence in all phases of operation."

"The Spirit of Aachen is a very human story that celebrates the best traditions of the equestrian experience, and the living history of a city that has persevered from the days of Charlemagne and the Holy Roman Empire, through the devastation of World War II and into the modern era -- to become a leading high tech center."

The program will present exclusive interviews with a host of individuals involved in the prestigious event including famed course designer, Dr. Arno Gego, legendary riders and trainers George H. Morris (USA) and Nelson Pessoa (Brazil), U.S. Dressage superstar Steffen Peters and Carriage Driving champions Karen Bassett (United Kingdom) and Benjamin Aillaud (France). Comments from Olympians Meredith Michaels Beerbaum (Germany) and Beezie Madden (USA), both winners of the prestigious Grand Prix of Aachen, are among those incorporated into the documentary.

The program also features a visit with Hans Riegler, a Chief Rider for the Spanish Riding School of Vienna. Conversations with jazz musician Bob Chisolm, horse owners Dr. and Mrs. Marvin Hausman (USA), Team USA grooms Katherine Walsh and Clark Shipley, and noted horse breeder Harli Seifert (Germany) are also included.

### 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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POSTED: Monday November 8th 2010  
FOR IMMEDIATE RELEASE

## Equestrian Sports Video Magazine Prepares to Go Global

*SportsQuest International, LLC is today announcing plans for the international distribution of its flagship series, With Equestrian Tact: The International Video Magazine of the Equestrian Sports.*

Anchored by a recently executed distribution deal with HRTV for carriage of the series in the United States of America, the producers are actively seeking placement of the initial fourteen (14) episodes with broadcast and cable outlets on every continent.

"The HRTV deal is huge," says SportsQuest's Director of Business Affairs Shabbir Husain. "It provides a tangible validation of the concept, and pays tribute to the persistence and hard work that have made it possible for us to move forward towards production. We are currently in serious discussion regarding licensing of the series in several European markets, and expect to find success as well in other regions of the world."

With Equestrian Tact... provides an attractive and cost effective vehicle for forward thinking enterprises seeking to reach both horse focused and general audiences in multiple international markets," says series creator Melvin H. Cox. "Our business plan targets twenty seven (27) nations with a combined population that exceeds 1.7 billion people."

Inspired by the success of the recently concluded Alltech FEI World Equestrian Games and consistent with SportsQuest's long-standing commitment to the expansion of the equestrian sports (and horse related business opportunities) in all parts of the world, the series will include coverage from each of the nine organized regional zones designated by the Fédération Equestre Internationale (The International Equestrian Federation). "We believe that this is the first time that such a global representation of the equestrian sports has been attempted in any broadcast format," says Mr. Husain, "of that we are very proud."

Scheduled to enter production within the next ninety (90) days, With Equestrian Tact... will present feature stories rooted in each of the internationally contested equestrian disciplines: jumping, dressage, eventing, vaulting, endurance, carriage driving, para dressage and reining and will introduce audiences to a variety of other equestrian activities, lifestyles and rituals.

"Our focus goes well beyond simple 'coverage' ," says Cox. "In bringing compelling stories to the screen from legendary venues throughout the world, we aim to capture the imagination of the nonequestrian while at the same time providing vital information and inspiration to the lifelong horse person. If we can consistently do this, we will have done our job... and done it well."

As a video magazine, With Equestrian Tact... will present short documentary features showcasing a variety of personalities, disciplines, perspectives and traditions.

The series has been developed with the assistance of EquiFava, Inc., and draws its title from a quote by the famous teacher and equestrian sports author Vladimir S. Littauer (1892 - 1989) in his book Common Sense Horsemanship:

"The feeling of the horse, and quick and correct muscular reflexes in response to these feelings, plus consideration of the horse's mentality and his physique, constitute what we call equestrian tact."

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