



NEW SPONSORS SIGN ON FOR THE HORSE TV CHANNEL

CALABASAS, CA, May 23rd, 2006

The HorseTV Channel announced today that The American Shetland Pony Club/American Miniature Horse Registry (ASPC/AMHR), SSG Gloves and C Lazy U Ranch have signed sponsorship agreements with the network for terms of up to two years. The agreements include several provisions including extensive cross-promotional projects and sponsor product benefits.

“The equestrian world is remarkably widespread and encompasses many different markets. We look forward to working with these organizations to promote the rapidly expanding and enterprising equestrian industry,” said Mitch Miller, Vice President of Sponsorship and Sales for The HorseTV Channel.

The ASPC/AMHR was founded in 1888 and is the oldest and most versatile registry for small equine in the United States today.

“We are very excited to be in partnership with The HorseTV Channel as they break new ground in equestrian media,” said Johnny Robb, Director of Marketing for the ASPC/AMHR. “We are kicking off what will surely be a mutually beneficial relationship and the big winners are bound to be the viewers!”

SSG Gloves was founded in 1986 and provides top quality equestrian gloves designed with the horseman in mind. SSG is based in Aurora, Ontario and its products are sold through an extensive network of retailers around the world including the U.S., Canada, Ireland, the U.K., Hong Kong and Australia.

“The HorseTV Channel covers all disciplines of equestrian sport and leisure riding and SSG caters to and supplies equestrian gloves for all disciplines – it’s simply a natural fit,” said Ed James President and proprietor of SSG Gloves.

The C Lazy U Ranch located in Granby, Colorado, is an upscale, 8000-acre family-style dude ranch that focuses on the tradition of providing guests with "the vacation of a lifetime."

"The HorseTV Channel is a great destination for horse lovers, and so is C Lazy U Ranch," said Brian Murray, owner of the C Lazy U Guest Ranch. "We are pleased to work so closely with a television channel that exclusively promotes and supports equestrian events and lifestyles."

The HorseTV Channel is the first and only 24/7 television destination taking viewers inside the fascinating world of horses. From silk hats to Stetsons, The HorseTV Channel features a diverse and fun-filled program lineup for the entire family. Viewers experience the full range of the horse world from world-class English and Western competitions, exotic horse travel destinations and classic movies to informational series, breed documentaries and real-life stories. For more information about The HorseTV Channel, visit www.horsetv.com.

Notes:

The American Shetland Pony Club was founded in 1888 as a registry to keep the pedigrees for all the Shetlands that were being imported from Europe at that time. It has expanded to four separate breeds under one club: The Classic American Shetland Pony, The Modern American Shetland Pony, The American Miniature Horse Registry and The American Show Pony Registry. Visit www.shetlandminiature.com for more information about the ASPC/AMHR.

With over 50 styles to choose from, SSG gloves offers a quality solution to just about every type of equestrian need - from hunter/jumping and dressage to eventing and polo and from carriage driving and show, to race, roping and pleasure riding. With both warm and cold weather styles and sizing from child's to adult, it is the most complete line on the market today. For more information about SSG Gloves, visit www.ssriddinggloves.com.

Located 90 miles northwest of Denver in Willow Creek Valley, the 8,000-acre guest ranch is the premier guest ranch since 1949. Visitors are surrounded by the beauty of the Colorado Rockies and the warm, friendly hospitality of the great American West. Whether you're visiting from near or far, for business or pleasure, in summer, winter, spring or fall, the C Lazy U Guest Ranch provides the perfect balance with fully supervised "kids only" programs, horsemanship training, family activities and energetic ideas for groups. C Lazy U also offers limited opportunities to own ranch parcels with full access to all of the ranch amenities, activities and features. For more information on C Lazy U, visit our website at www.clazyu.com or call 970-887-3344.

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