

NEWS RELEASE



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RURAL TV

“The World’s Rural Channel”

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Parelli Named Best Educational/Instructional Programme CableFAX Awards 2009

London, 18 September 2009 – RURAL TV and Parelli media, proudly announce today that “*Parelli Natural Horsemanship*,” a popular equestrian programme airing on RURAL TV was awarded “Best Show or Series: Educational/Instructional” on cable television at the 2009 CableFAX Awards held in New York City on 16 September 2009. The show hosts, Pat and Linda Parelli, also went home with an honourable mention in the category of “Best Host for an Educational or Instructional Series.”

The award recognised the *Parelli Natural Horsemanship* TV series, which can be seen on RURAL TV’s Sky channel 279 and Freesat 403 every Monday at 12pm and 6pm GMT, Saturdays at 10am and Sundays at 4pm GMT. Practising and teaching an empathetic approach to training horses using love, language and leadership, the Parelli Programme helps every level of equine enthusiast around the world, from those seeking safety and fun with recreational riding to individuals with competitive goals and Olympic ambitions.

RURAL TV and RFD-TV founder and owner, Patrick Gottsch comments, “The Parelli’s have been a part of our media family for over seven years. It gives us great joy to share in the excitement of this wonderful award. Pat and Linda Parelli are one of the most accomplished horsemen teaching duos in the world today. Their show on RURAL TV, “*Parelli Natural Horsemanship*,” is one of the most watched and beloved shows on our networks. Congratulations, Pat and Linda. You deserve this award as an affirmation of your hard work.”

“It is such an honour to receive recognition for the Parelli Natural Horsemanship series,” said Pat Parelli. “Linda and I are extremely grateful for RURAL TV and RFD-TV and their role in helping us further our mission of making the world a better place for horses and humans.”

Hosted and presented by CableFAX, the industry leader in the cable community, the CableFAX Program Awards honour cable’s top shows, people, and entertainment icons. The annual event brings together those who create amazing content and those who excel in bringing it to the viewers, with judges selecting winners in 38 different categories.

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Notes to Editors: For additional information, photos or images, please email: sarah@ruraltv.tv

About RURAL TV, Ltd.: RURAL TV is the World’s Rural Channel. Launched in the United Kingdom in March of 2009, RURAL TV is the first 24-hour international, multi-media television channel dedicated to farming, equestrian, rural lifestyle, and traditional country entertainment programming. Located on SKY channel 279 and Freesat 403, RURAL TV is distributed into over ten (10) million television homes throughout the UK. RURAL TV’s operation headquarters are located in London, England. Video streaming and VOD originates on the company’s web site www.ruraltv.tv. RURAL TV is owned and operated by Rural Media Group, Inc..

About Rural Media Group, Inc.: Rural Media Group, Inc. is a privately held Delaware-based “C” corporation which owns and operates the world’s largest portfolio combining rural-based satellite/cable delivered media and entertainment companies including RFD-TV (2000) which reaches over 40 million U.S. homes, RFD-TV The Magazine (2003) published bi-monthly with 155,000 paid subscribers, RFD-TV The Theatre (2007) headquartered in Branson, Missouri, and RFD HD (2008) which produces and delivers high-definition video content. Corporate headquarters are located in Omaha, NE with production operations in Nashville, TN, and affiliate sales originating in Dallas, TX.
www.rfdtv.com

About RFD-TV, LLC

Launched in December of 2000 and now beginning its 10th year of broadcasting, RFD-TV is the nation’s first 24-hour television channels dedicated to serving the needs and interests of rural America with programming focused on agriculture, equine, rural lifestyle, along with traditional country music and entertainment. The channel is now distributed into over 40 million homes worldwide by DBS and cable systems including DISH Network, DIRECTV, Comcast, Verizon FiOS TV, Mediacom, Charter, Bresnan, Time Warner, Cox, SKY, Freesat and over 600 independent rural cable systems. Production originates in studios located in Nashville, Tennessee for RFD-TV and RFD HD, and now London, England for RURAL TV, the company’s new international channel, which launched throughout the UK in March/2009. RFD-TV The Magazine now has over 160,000 paid subscribers for its bi-monthly publication, and the company continues to operate RFD-TV The Theatre in Branson, Missouri.
www.rfdtv.com

About Parelli

The Parelli programme, founded in 1981 by lifelong horseman and teacher Pat Parelli, combines common sense psychology and communication techniques and philosophies for a better horse and human training method. The Parelli method allows horse lovers at all levels to achieve success without force, partnership without dominance, teamwork without fear, willingness without intimidation and harmony without coercion. Linda and Pat Parelli are on a mission to make the world a better place for horses and humans, working to inspire, empower and educate through natural horsemanship. To learn more about Parelli, please visit www.parelli.com.

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