

NEWS RELEASE



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RURAL TV

"The World's Rural Channel"

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RURAL TV's Parelli Natural Horsemanship Series Chosen Finalist for 2 Major TV Awards

London, 27 July 2009 – Parelli Natural Horsemanship, a popular equestrian programme airing on RURAL TV, has been named as a finalist in the CableFAX's Programme Awards in two categories. The programme is a finalist for Best Show/Series featuring educational or instructional content and the hosts of the series, Linda and Pat Parelli, have each been nominated in the category of Best Host for an educational or instructional series.

The CableFAX Programme Awards honours the US cable industry's top shows, people, and entertainment icons. Competition for this leading US cable-industry award is known to be fierce and to place as a finalist is a major accomplishment. This annual awards event, attracting more than 300 leading industry participants, pays tribute to the programmes, which most effectively work to create unique and innovative TV content.

The Parelli Natural Horsemanship programme, which airs on all Rural Media Group, Ltd stations (RFD-TV in the US and RURAL TV internationally) exposes viewers to a revolutionary method of equine communication that seeks to teach equestrians at all levels and disciplines how to achieve, what Pat and Linda Parelli refer to as "Success without force, partnership without dominance, teamwork without fear, willingness without intimidation, and harmony without coercion."

Neil Pye, Dean of the Parelli Centre, explains, "The Parelli Programme combines common sense psychology and communication. Unlike many training programmes, the Parelli method focuses on teaching the human, not the horse." This pioneering format, brilliantly delivered through the Parelli's television series, was more than enough to place the Parelli's and their show in contention for the awards.

According to MaryLou French, Awards Coordinator for CableFAX, "The awards really focus on shows, like Parelli Natural Horsemanship that truly excel in bringing high-quality, educational content to viewers in fresh ways." French added, "We also place the spotlight on exceptional on-air hosts, lively personalities who exhibit natural talent and television savvy."

Raquel Gottsch, Executive Vice President of Rural Media Group, Ltd., noted, "It's true that when it comes to 'natural' talent and 'savvy,' you can't get much better than Linda and Pat." Gottsch concluded, "Parelli Natural Horsemanship remains one of our top-rated series, and we're absolutely thrilled that they're being recognised for their creative efforts and have been chosen as finalists in both of these categories."

The CableFAX Awards luncheon will be held at the Grand Hyatt in New York City on 16 September. According to the Awards committee, there will be coverage of each finalist in CableFAX THE MAGAZINE Programme Awards 2009 issue. The full list of the 2009 honorees as well as the event details can be found on the CableFAX web site: <http://www.cablefax.com/cfp/events/program2009/>.

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Notes to Editors: For more information and a complete programme schedule, please visit www.ruraltv.tv. 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.

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