

NEWS RELEASE



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Rural Media Group, Ltd.

Media Contact: Connie Baer

E: Connie@rfdtv.com

P: (615) 620-9247

www.rfdtv.com

www.ruraltv.tv

Better TV for 40-Million US Horse Lovers Rural Media Group and Horse & Country TV Agree Deal

Nashville, August 24, 2009 – Rural Media Group, Ltd, the parent company of RFD-TV and RURAL TV, has announced that it will begin airing equestrian programs and events from the UK through a collaborative agreement reached with Horse & Country TV.

Rural Media Group will help to greatly expand US access to global equestrian events by bringing a range of H&C's equestrian programming, including top level 3-day events, international show jumping and other premier events like the UK National Dressage Championships and masterclasses into some 40 million viewer households in the US. Viewers will also be introduced to H&C's online presence, www.horseandcountry.tv, where they can watch even more horse sport and leisure video and enjoy news, blogs, classifieds and other features.

"H&C is already attracting a substantial audience in the US" said Heather Killen, Chairman of Horse & Country TV. "Our partnership with Rural Media Group will enable us to expand our reach by engaging with RFD TV's large and vibrant community."

Patrick Gottsch, Founder and President of Rural Media Group added, "This positive relationship between our channels is indicative of a shared commitment to giving not only British equestrianism, but equestrian sports in general, the profile and exposure they deserve."

RFD-TV reaches into some 40-million homes in the US through both satellite and cable distribution. To access a program schedule with the Horse & Country TV blocks, please visit: www.rfdtv.com (US) and www.ruraltv.tv (UK).

Equestrians worldwide, not to mention the multi-billion dollar US horse industry, are set to gain substantially from this increased program and event coverage. Such a level of equestrian broadcasting and sport exposure is, according to RFD-TV's Vice President, Kelly Kantz, "Unprecedented and unmatched." Adding, "We're thrilled to be working with Horse & Country TV to provide so much more exceptional material for our horse-loving viewers."

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

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

Rural Media Group, Inc.
3201 Dickerson Pike
Nashville, TN 37207
001(615) 227-9292

About Horse & Country TV: H&C TV can be found at www.horseandcountry.tv and on Channel 280 on the Sky platform in the UK. H&C offers a rich variety of programming, news, blogs and other community features to the large and passionate audience for horse sports and leisure, and country pursuits.

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..

RURAL TV
1 Stephen Street
London W1T 1AL
+44 (0)20 7131 6695