



## **HRTV REACHES CARRIAGE AGREEMENT WITH NATIONAL CABLE TELEVISION COOPERATIVE (NCTC)**

**Arcadia, CA, January 5, 2012** -- HRTV (R), The Network for Horse Sports, today announced the renewal of its carriage agreement with the National Cable Television Cooperative, Inc. (NCTC).

As a result of the renewal, over 950 member companies and their millions of subscribers across the United States retain the right to distribute HRTV as a dynamic part of their video offerings. The agreement reflects HRTV and NCTC's mutual respect for the changing marketplace and distributor needs, as it allows NCTC members to add HRTV to any level of service, including digital sports tiers.

Formerly *HorseRacing TV*, HRTV now features 24/7 Equestrian programming geared towards an active, dedicated and highly diverse sports demographic. Programming ranges from world-class coverage of Thoroughbred racing to popular competitions such as rodeo, reining, show-jumping and polo as well as original documentaries and numerous instructional series.

"HRTV is thrilled to remain a part of the NCTC family. As an independent cable sports network, we identify with many of the challenges and frustrations that face so many NCTC member companies. Together, we look forward to delighting horse fans across the country and in the process, achieving mutual success" said Scott Daruty, President of HRTV.

Rich Fickle, NCTC President and CEO, noted: "NCTC is always pleased to expand its partnerships, by adding an independent channel like HRTV to our member's overall programming portfolio. HRTV is dedicated to providing specialized quality content, in this case for the equestrian enthusiast, which results in our members' consumers having more viewing choices."

### **About HRTV**

HRTV, The Network for Horse Sports, is a television-based multimedia network dedicated to equine sports. HRTV's programming features horseracing from top U.S. and international racetracks, as well as a wide range of world-class English and Western horse competitions, news, original programming and award-winning documentaries covering the world of horse sports. 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). In the US, the HRTV television network is available via telco, cable and satellite in over 19 million homes.

### **About NCTC**

The National Cable Television Cooperative, Inc. (NCTC) is a Kansas not-for-profit corporation that operates as a programming and hardware purchasing organization for its member companies who own and operate cable systems throughout the U.S. and its territories. NCTC seeks to maximize current and future opportunities to ensure the profitability, competitive stature and long term sustainability of its member companies.