

**From:** "American Horse Publications" <ahorsepubs@aol.com>  
**Subject:** **AHP Newsgroup: TV Show "Equestrian Nation" Ranks as Top Equine Program on RFD-TV Network**  
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**To:** "AHP Newsgroup" <AHP-LIST@mailman.bloodhorse.com>  
**Cc:** <info@mikmar.com>

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**For Immediate Release**

**High-Res photos available**

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## **TV SHOW "EQUESTRIAN NATION" RANKS AS TOP EQUINE PROGRAM ON RFD-TV NETWORK**

**Equestrian Nation, hosted by legendary cowboy Larry Mahan, is ranked number one of the Equine Programs on the RFD-TV Network, according to the April Nielsen ratings.**

Fallbrook, CA – May 26, 2009 – Equestrian Nation, now in its third year on the RFD-TV Network, is a worldwide portrait of equine interests, featuring stories of all the different breeds and disciplines of horses. Six-time all-around World Champion Cowboy, Larry Mahan, provides colorful commentary as he is put through the paces of world-class horsemanship.

Maravilla Productions in Fallbrook, CA, produces the series for RFD-TV. "We work hard to try to continually produce a high-quality, entertaining, informational television show for people interested in horses," says show producer Dan Weyand. "RFD-TV is the perfect network for our show, as it brings together a large horse-loving audience." Future plans for upcoming shows include following 15 top young cowboys from the Bartlett Ranch as they work to break 45 two-year-old horses, all in one episode. Also a month of shows will be dedicated to the great master horseman, Tom Dorrance.

The program continues to help its sponsors reach their target audience. Mikmar Bit Company is the title sponsor, along with Platinum Performance, Kensington Protective Products, Alamo Saddlery, State Line Tack, Horse.com and the WYO Horse Sale.

Held just a few weeks ago on May 16<sup>th</sup>, the WYO Horse Sale people expected the current lagging economy to negatively impact their sale. But Sale Founder Bill Smith now says otherwise: “Well, I think Equestrian Nation is the reason we survived this downturn in the economy and got out of here with a good sale. We give all the credit to this new route of advertising that we’ve never tried before. It just sparked us...we had more bid cards signed than we ever had in 26 years. We had great crowds and we’ve come through a tough time and put on a good sale, and it’s because we had so many new people that have never heard of us before. But they heard of us through Equestrian Nation. When our commercial would air, the response was instant – not even five seconds after, the phone would start ringing. Our interest was higher than it’s ever been. In a time like this, you gotta consider that pretty good. I’m pretty impressed with it.”

Equestrian Nation airs every Wednesday at 12:30pm edt and 9:30am pdt, then repeats that night at 10,30pm edt and 7:30pm pdt. It plays again on Sunday morning.

For high-res photos contact: [info@equestriannation.tv](mailto:info@equestriannation.tv) or call 760-731-2457.

### **About Maravilla Productions**

**Maravilla Productions is an award-winning media company that produces electronic media including television shows, commercials, DVDs, and websites. Maravilla also specializes in print media such as ad layouts, book layouts and publishing. The company’s founder, Dan Weyand, is a veteran television producer/director with a long list of credits for network television**

specials and series on all the major networks. Maravilla Productions produces two of the top shows on the RFD-TV Network: *Equestrian Nation* and *Cowboy Flavor*.

[www.equestriannation.tv](http://www.equestriannation.tv) [www.cowboyflavor.com](http://www.cowboyflavor.com) 760-731-2457

### **About RFD-TV, LLC**

Launched in December 2000, RFD-TV is the nation's first 24-hour-a-day, 7-day-a-week television network dedicated to serving the needs and interests of rural America. Programming includes a wide-variety of shows focused on agriculture, equine, rural lifestyle and traditional music offerings, which are uplinked via satellite from NorthStar Studios in Nashville, Tennessee.

Currently, RFD-TV is distributed in over 40 million homes on DIRECTV, DISH Network, Mediacom, Charter, Suddenlink, Bresnan, Verizon FiOS, Comcast and Time Warner systems located in all 50 states. RFD-TV The Magazine, the channel's companion publication currently has over 155,000 subscribers. RFD-TV The Theatre opened in March/2007 in Branson, MO.

[www.rfdtv.com](http://www.rfdtv.com)

### **About Mikmar**

The Mikmar Company LLC is a leading manufacturer of innovative bits for all disciplines of the equestrian world. Recognized as the pioneer of dispersed-pressure bits using unique metal compositions favorable to the horse, the company has many patented or patent-pending designs and materials. Mikmar products are sold in a network of retail outlets throughout the world. For more information about Mikmar products or for the Mikmar retailer nearest you, contact Mikmar at 760-728-0550 or visit

[www.mikmar.com](http://www.mikmar.com).

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