

Subject: Opportunity to Promote Australia at the 2010 Alltech FEI World Equestrian Games

For Immediate Release

August 3, 2009

Unprecedented Opportunity for Promoters of Australian Tourism, Sports and Lifestyle, Technology, Products and Services at 2010 Alltech World Equestrian Games in Lexington, Kentucky, USA

Largest Sporting Event in the United States in 2010 Expected to Attract 600,000 to 900,000 visitors and 500 Million Worldwide TV Viewers Over 16 days; the 2010 Alltech FEI World Equestrian Games Represent Incredible Demographic and Worldwide Direct Reach Trade Opportunity for Australians, Australian Exporters, and Australian Tourism

Dallas, TX, Melbourne, Australia --

In 2010, the Alltech FEI World Equestrian Games will be the single largest sporting event in the united states and the second largest in North America after the Winter Olympics in Vancouver.

"Not even the 2010 NFL Super bowl will eclipse the games, and unlike Vancouver, it won't be cold. As a matter of fact, figuratively speaking there is not a better venue, climate or opportunity for Australians to be involved, get promoted, get connected to the world and have their brands and products noticed or distribution expanded, no matter what the category of goods or services," said Bernard Uechtritz, chairman of HorseTV.

"Importantly," according to Uechtritz, "this is an opportunity to deliver a message or brand far beyond products or services normally associated with the vertical of equestrianism. There is simply no better audience or opportunity for direct consumer reach in a category that is as deep, wide and diverse."

Consider these facts:

- **88 million people attend a horse event in the USA each year alone, representing MORE spectators than attend National Football League or National Basketball Association Games combined, which by comparison averages 37 million attendees a year.**
- **There are more "horse owners and enthusiasts" in America than the total population of Australia.**
- **The combined GDP of the worldwide horse industry is estimated at \$300 billion, and \$130 billion of that is generated within the USA. In the US sector alone, the horse industry contributes more to the national GDP than the Hollywood film industry!**

Worldwide, the attendance numbers and diversity of the demographic are staggering, with key

players from every country in attendance or otherwise influenced in some form by the Games.

Australian Uechtritz, who among other things also heads up a US based equestrian television network, [HorseTV](#), headquartered in Dallas, Texas, will be touring cities and events throughout Australia during August delivering this message on behalf of Alltech, the official Sponsors of the World Equestrian Games -- which for the first time in history will be held on American soil, in the Horse Capital of the World, Lexington, Kentucky.

Alltech Australia executives and Uechtritz will be presenting Australia an International Village Pavilion presence and opportunity, meeting with media, government, trade, corporate and private companies across Australia specifically to craft support and inclusion of Aussies and their brands within the Alltech Games through the Pavilion presence and a host of other vertical opportunities within the events and venue. They will also be inviting New Zealand to participate.

"Mr. Uechtritz will be attending every major equestrian event in Australia throughout August including the Magic Millions, Tamworth Reining Futurity, The Brisbane Ekka and more, where he will be available to speak to individuals privately or groups publically", explains Kim Turnley, General Manager of Alltech Australia, who will be touring with Uechtritz.

"While we are here to promote trade and export opportunity within the platform of the Alltech Games, I am passionately also lobbying for all Australian horsemen and women, and the stock horse, all of whom are undoubtedly not only among the best in the world, but are largely both unrecognized and under supported, both at home and abroad. In fact, the network is in the process of creating a dedicated Australian Horsemen's Channel," says Uechtritz.

"The collective campaign is multifaceted and includes the beginning of a rally of corporate and governmental support for the export of our stock horses as well as to promote other Australian export and trade opportunity utilizing the Games as a springboard, to the degree that we can also underpin our athletes' efforts to travel and compete, we will. By collaborating and offering additional exposure and promotional opportunities to those businesses or exporters who recognize this unprecedented opportunity, we will be extremely creative and accommodating to them to maximize their leverage of the Alltech Games and beyond."

To underscore the point, Uechtritz, a long time US promoter of the Australian sport of Polocrosse, has also arranged a coup by the incorporation of the first ever exhibition of the sport within the World Equestrian Games.

"This is a first ever opportunity for the sport to be shown and promoted on a truly international stage in a setting of Olympic level equestrian peers and disciplines." He added, "The Polocrosse Invitational exhibition provides a robust, unique branding opportunity and spectacular conduit to the eyeballs both in attendance and on television, which will also tie in the Alltech International Pavilion and other exhibition offerings".

For more information and for all inquires for Bernard Uechtritz, Horse TV, Alltech Australia and the Alltech FEI World Equestrian Games, please contact Emma May at Alltech Australia on +61 3 9767 2800 or email at emay@alltech.com.

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About HorseTV:

HorseTV is the first and only multi-media network dedicated to the worldwide equestrian industry. The company's goals are to serve and aggregate not only horse-oriented viewers, but also to serve as a gateway to the world of horses by attracting mainstream, family-oriented audiences with new and current equestrian sports and lifestyle programs. By promoting the equestrian industry on a global basis, the company provides an aggregation of viewers to worldwide advertising and sponsorship opportunities, further promoting the horse and enhancing equestrian sports and lifestyles. HorseTV addresses these goals by creating, acquiring and affiliating with reliable and accessible multi-media platforms to provide world-class programming covering all horse sports, events, disciplines and breeds.

For more information:

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About Alltech

Alltech is a global animal health and nutrition company with over 28 years' experience of developing natural products that are scientifically proven to enhance animal health and performance. Headquartered in Kentucky, USA, Alltech trades in 113 countries and has over 1,900 employees worldwide.

Alltech is the proud sponsor of the Alltech FEI World Equestrian Games 2010™ to be held in Kentucky, USA from the 25th September to the 10th October 2010 and the Alltech FEI European Jumping & Dressage Championships to be held in Windsor, United Kingdom from the 25th to the 30th August 2009.

World Equestrian Games FAQs include:

- 600 Competitors
- Athletes representing more than 60 countries
- More than 650 horses competing
- More than 600,000 attendees expected.
- More than 250 tradeshow exhibitors expected
- More than 500,000 reserved tickets will be sold
- Approximately 1,500 media in attendance from across the globe

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