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For Immediate Release:

Coverage of 2009 NCHA Futurity Slated for RFD-TV

NCHA Futurity presented by CD Olena on *Wide World of Horses*

The National Cutting Horse Association World Championship Futurity is the most elite of the Western horse industry, and in 2009 paid out more than \$4.4 million over 23 days of competition. In the end, it was Rockin W, owned by Walton's Rocking W Ranch, and Tony Piggott who wowed the judges, marking a 229 and winning the coveted check for \$250,000!

But if you missed any of the action, you will get a second chance to see it when the NCHA World Championship Futurity, presented by CD Olena, airs on *Wide World of Horses* on RFD-TV. The two shows featuring cutting's most prestigious event will air the weeks of March 15 and March 22, and will feature the Futurity competition.

Hartman Equine Reproduction Center, which stands CD Olena, is proud to be a sponsor of the NCHA Futurity show as a means of promoting the cutting horse industry, to share with cutting enthusiast its spectacular stallion roster, and as an avenue to announce that Dr. David Hartman has leased CD Olena from Bar H Rancho.

It's only fitting that CD Olena be the presenting sponsor of the show. The 19-year-old stallion, by Doc O'Lena out of CD Chica San Badger, is a former NCHA Futurity Champion, and also won the NCHA Derby. He has impacted the cutting horse industry as a sire, with offspring earnings of more than \$12 million, ranking fourth as the NCHA's all time active sire.

Wide World of Horses Co-Owner Jack Covington said, "*Wide World of Horses'* 2010 schedule of major event coverage is being well received by our audience. Our Nielson ratings continue to reflect our viewer's enthusiasm for this show. Now, thanks to the sponsorship from Hartman Equine Reproduction Center and CD Olena, coverage of the NCHA World Championship Futurity is available to millions of fans

through *Wide World of Horses*."

There are breeding centers that stand more stallions, but Hartman Equine Reproduction Center in Whitesboro, Texas, has the only roster with three of 2009's top 10 sires of NCHA money earners - Dual Pep, CD Olena, and Smart Mate.

"I feel fortunate to have the opportunity to stand these stallions and look forward to a successful year," said HERC owner, David Hartman DVM, one of the first veterinarians to perform embryo transfer in a commercial setting. Hartman also serves as an adjunct professor of theriogenology with Texas A&M. Using HERC's large herd of closely monitored recipient mares, Hartman assist Texas A & M with a number of research projects.

"It's a dream to have the opportunity to manage and promote CD Olena," added Hartman, who noted that the stallion's foals will now be eligible for Breeders Invitational events, including, retroactively, the crop of 2009.

Wide World of Horses airs on RFD-TV at 11:30 am and 9:30 pm CST every Monday and on Sunday morning at 6:30 am. The 30-minute program features a broad spectrum of the equine world's most exciting events and individuals and offers a great opportunity for equine individuals and events to reach an audience approaching 30 million viewers.

For information on *Wide World of Horses*, and complete schedule, visit the web site at www.wideworldofhorses.com.