



***NRHA Reining to Be Featured on RFD-TV  
Wide World of Horses Welcomes NRHA Inside Reining***

**Byars, Oklahoma** ---- True South, LLC announced on September 21 that ***Wide World of Horses*** will feature the National Reining Horse Association's ***NRHA Inside Reining*** in 2007.

The National Reining Horse Association's programming will be featured on 26 episodes, debuting January 8 and airing every other week throughout the year.

*Wide World of Horses presents NRHA Inside Reining* will be hosted by longtime NRHA member, Sam Houston. The brand new show will feature training tips from some of the world's top reiners. During the twice-monthly program, Houston will take viewers on a tour through several of the most popular Reining ranches across the nation. *Inside Reining* will offer a unique look inside the world of Reining, the men and women involved in the sport, and the lifestyles they lead. Everything from tack to choosing the right horse to training will be featured on *Inside Reining*.

Cheryl Magoteaux, Marketing Manager for True South, LLC was quick to welcome the NRHA as a prominent part of ***Wide World of Horses***. "We feel that presenting ***NRHA Inside Reining*** on *Wide World of Horses* will create new fans for this discipline. Just off the excitement of the Team USA Reining Gold Medal win at the World

Equestrian Games in Germany, this is a perfect opportunity to really showcase what has been called the dressage of the western world.”

NRHA Executive Director Dan Wall said, “*Inside Reining* is a great opportunity to provide horse owners and those who just love horses a look at our world of Reining. We’re confident that the more they know about Reining and the people who have a passion for our sport, the more they’ll want to participate. This is, by far, our most aggressive effort to increase the popularity of Reining.”

Jack Covington, Sales Manager for **Wide World of Horses** added his welcome to the NRHA programming and noted, “Thirty-seven percent of RFD-TV viewers own horses. With 28 million households having access to RFD-TV on DISH Network Channel 9409 and DirecTV Channel 379, we look to create even more reining enthusiasts across the country.”

Set to begin on January 1, **Wide World of Horses** will air on RFD-TV Monday nights at 9:30 pm CST, as well as two other times each week. The 30-minute program will feature a broad spectrum of the equine world’s most exciting events and individuals. For information on Wide World of Horses, visit [www.wideworldofhorses.com](http://www.wideworldofhorses.com). For information on the National Reining Horse Association and **NRHA Inside Reining** contact [www.nrha.com](http://www.nrha.com).