



FOR IMMEDIATE RELEASE:

**"PURSUIT OF THE CUP" RETURNS TO HORSERACING TV (TM) THIS
THURSDAY
AT 11:30 A.M. ET/8:30 A.M. PT**

**Agreement With Breeders' Cup Also Allows for Video Streaming on
Breeders' Cup Website**

Arcadia, CA Sept. 12 -- Racing fans will receive the latest information on the upcoming Breeders' Cup World Championships when HorseRacing TV's (TM) weekly show, "Pursuit of the Cup" returns on Thursday, Sept. 14 at 11:30 a.m. ET/8:30 a.m. PT.

In addition, HRTV and the Breeders' Cup LTD. have reached an agreement which enables "Pursuit of the Cup" to be available through video streaming on the Breeders' Cup website (www.breederscup.com), following its airing on HRTV.

"We're delighted to once again bring 'Pursuit of the Cup' to our viewers," said Amy J. Zimmerman, executive producer for HRTV. "It's equally gratifying to reach an agreement with the Breeders' Cup for wider carriage of the show on their website. It's a win-win for all parties."

The half-hour show, co-hosted by Laffit Pincay III and Jeff Siegel, will give up-to-date information and discussion on many of the top contenders as they prepare for Racing's Championship Day, which is being held on Saturday, November 4 at Churchill Downs.

"Pursuit of the Cup" will also include interviews with top trainers and jockeys, as well as weekly commentary and features associated with the eight championship races.

About HRTV

HRTV (www.hrtv.com) is a 24-hour television network providing up to 15 hours per day of wire-to-wire coverage of live horse racing action from more than 70 thoroughbred, harness and quarter horse racetracks in the United States, Canada and Australia.

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