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WHAT: Exclusive Newspaper video network to air LIVE Rodeo Web Broadcasts

WHEN: July 29 and 30, 2010

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Network to carry live broadcasts from Days of '76 Rodeo

RAPID CITY, S.D. JULY 23, 2010 — iNK Barrel Video Networks announced today that it would produce two live web broadcasts from the rodeo of the year, Deadwood's 88th annual Days of '76 Rodeo.

The PRCA has named the event Small Outdoor Rodeo of the Year four times and Medium Rodeo of the Year every year since 2004. In 2007, the Days of '76 was also named the Badlands Circuit Rodeo of the Year.

The broadcasts will be available on the websites of iNK Barrel newspaper affiliates.

"We're really excited to bring this compelling content to our affiliates," said iNK Barrel CEO Stewart Huntington. "This exclusive live feed enables newspapers to stream long-form programming to their markets — and sell local ads against it."

Network newspaper sites that have embedded the iNK Barrel Video Network Module can stream both live PRCA Rodeo performances where viewers will see more than 600 of the nation's finest rodeo stars competing in bareback riding, steer wrestling, saddle bronc riding, team roping, tie-down roping, barrel racing and bull riding.

Days of '76 Rodeo

- LIVE: Thurs., July 29 at 7:00pm MT
- LIVE: Fri., July 30 at 7:00pm MT

Newspaper affiliates profit from the unique and dynamic live programming by selling local advertising and sponsorships against the live stream. iNK Barrel's dynamic ad management system makes placing the ads simple.

The growing iNK Barrel Video Network includes more than 100 newspapers in eight states.

About iNK Barrel

iNK Barrel Video's custom video CMS provides newspapers with a turnkey video-on-demand and live broadcasting solution that allows publishers to stream — and share — live feeds of local events over the iNK Barrel network. Primarily focused on streaming live

local sporting events to all the affiliates, iNK Barrel also broadcasts niche events like the exclusive Sturgis Motorcycle Rally programs. The iNK Barrel network is growing quickly across the country and now has more than 100 newspaper affiliates.

For more information about the iNK Barrel Network and how your newspaper can add dynamic video content to your site — and profit from it — Contact Ross Ulrich, Vice President of Sales at rulrich@inkbarrelvideo.com or +1 605.645.1852.