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## PRESS RELEASE

### PRS Announces 2012 Live Broadcast Schedule

*Professional RoughStock increases nation-wide reach with iNK Barrel Network*

**Los Angeles, January 3, 2012:** The Professional Roughstock Series released its preliminary 2012 schedule of live internet broadcasts today which includes the marquee event of the year — the All-Tech Invitational at the Kentucky Horse Park in Lexington, KY. The nation-wide Series will include at least ten major events and culminate with a Championship event in the fourth quarter. All of the events will be broadcast live on the iNK Barrel Video Network.

“We are tremendously excited about our expanded schedule that includes both long-standing events and some dynamic new markets,” said Spud Whitman, President of the PRS. “We’re also especially excited that our events will now be broadcast live over the Internet exclusively on the iNK Barrel Video Network of newspaper and other media websites across the country.”

Each PRS event will be broadcast live on the Ink Barrel Network, which streams events to local affiliate websites across the country. “The iNK Barrel Network of more than 150 websites gives audiences across the country a great way to watch the incredible RoughStock action of this series,” said iNK Barrel CEO Stewart Huntington. “The growing network also gives media sites — radio stations, newspapers, television stations — a way to offer great programming for their site visitors.”

For information about how to become an iNK Barrel affiliate — and get the PRS live events on your site — please contact iNK Barrel at 605.645.1850 or by email at [Huntington@inkbarrelvideo.com](mailto:Huntington@inkbarrelvideo.com).

Professional RoughStock Series Broadcast Dates:

Date	Event	Location
January 27 <sup>th</sup> , 28 <sup>th</sup> , 2012	All-Tech Invitational	Lexington, KY
March 10 <sup>th</sup> , 2012	Abilene Invitational	Abilene, TX
March 17 <sup>th</sup> , 2012	Fresno Showdown	Fresno, CA

March 24 <sup>th</sup> , 2012	Columbus Showdown	Columbus, OH
April 7 <sup>th</sup> , 2012	Waterloo Invitational	Waterloo, IA
April 21 <sup>st</sup> , 2012	Redmond Invitational	Redmond, OR
May 5 <sup>th</sup> , 2012	Odessa Invitational	Odessa, TX
August 11 <sup>th</sup> , 2012	Sikeston Invitational	Sikeston, MO
October 5 <sup>th</sup> , 6 <sup>th</sup> , 2012	Dodge City Classic	Dodge City, KS

About the PRS:

The Professional Roughstock Series was founded in 2001 with several independently produced events per season, mostly in the mountain west region. The series features World Champions and other top names in Bareback riding, Saddle bronc, and Bull Riding matched up with hand-picked world class animal athletes. The PRS has experienced significant growth in the past year with an expanded television and live-event presence. For more information on the PRS, visit [www.professionalroughstock.com](http://www.professionalroughstock.com).

About iNK Barrel Video Network:

The iNK Barrel Network joins newspaper and other media sites in an online video broadcasting network that brings live sports content to more than 150 markets. The network is a pioneer in the live local sports space and carried more than 400 high school football games this past season. The network, which will broadcast almost 1,000 basketball games during the 2011-2012 season also provides pro rodeo content and other programming to its affiliates. For more information and to find out how you can become a network affiliate, visit [www.inkbarrelvideo.com](http://www.inkbarrelvideo.com).

