

PRESS RELEASE -- FOR RELEASE ON (July 6<sup>th</sup>, 2006)

## **FRIESIAN HORSE TELEVISION SERIES** ***FRIESIANS FOR A WHOLE MONTH!***

LINCOLN, California, June 20, 2006 -- FriesianExchange.com and Award Winning producer, Mark J. Barrett of In-Motion Productions are producing the first Friesian horse documentary series. Friesian for a whole month to celebrate this magical breed, its history and success in disciplines such as dressage, show carriage, entertainment and simply as the ultimate family horse. Expected to reach an estimated 10 million viewers via Cable TV. Airing Fall 2006.

To those of us who are graced by the beauty of this magnificent breed everyday, the Friesian horse represents a breed with originality, intelligence, and a magical quality few other breeds can match, a quality that must be preserved and protected. To other equestrians not versed in the Friesian breed, the Friesian horse is a mystery. What is the breed's versatility? What is their temperament? How can I breed Friesian horses? In order to answer these questions, dispel the mystery and to promote the Friesian breed across America, we have begun organizing this truly exciting and unique production.

The educational value of this series will include topics such as: History, Keurings, Dressage, Carriage/Driving, Saddle Seat, Quardrille, and Theatrical presence. While focusing on the character and charm of this extraordinary breed this production will highlight all the reasons this breed is becoming one of the fastest growing breeds in America.

*Watch America begin its love affair with the perfect family/show horse*

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