

NEWS FROM USA EQUESTRIAN FEDERATION

NBC TO TELEVISION ROLEX KENTUCKY THREE-DAY EVENT PRESENTED BY BAYER

The United States Equestrian Federation (USEF), the National Governing Body for the sport of Equestrian, and Equestrian Events, Inc., (EEI), the organizer of the Rolex Kentucky Three-Day Event, announced today that NBC-TV will present a 90-minute telecast of the 2004 Rolex Kentucky Three-Day Event, presented by Bayer. The national network broadcast will be titled the "Rolex Equestrian Championships" and will air Sunday, May 2, from 1:30-3:00 p.m. Eastern Time.

"As America's Olympic Network, NBC is proud to broadcast the nation's premier equestrian competition," said Jon Miller, Senior Vice President, NBC Sports. "The 2004 Rolex Equestrian Championships will provide viewers a preview of the Olympic hopefuls as they prepare for the Athens Games."

As is tradition, the competition will be held at the Kentucky Horse Park in Lexington, April 22-25. The event will host many of the world's best horses and riders including riders from the United Kingdom, Australia, Canada, Greece, New Zealand and France, as they compete for one of the largest purses in the sport of Eventing and one of the most coveted titles in all of equestrian sports.

As an added bonus for the riders, the \$250,000 Rolex Grand Slam of Eventing will be awarded to any rider who wins the Rolex Kentucky, Badminton and Burghley Four Star events in succession.

For further information about the Rolex Kentucky Three-Day Event, please call Equestrian Events, Inc. at (859) 233-2362 or Press Officer, Marty

**Bauman at (508) 698-6810, Classic.per@verizon.net. For ticket information
please call (859) 254-8123, or visit: www.rk3de.org**