



Rural America's Most Important Network

PRESS RELEASE

Rural Media Group, Inc. • 1 Valmont Plaza, 4th Floor • Omaha, NE 68154
Phone (402) 289-2085 • Fax (402) 289-0192 • www.rfdtv.com

FOR IMMEDIATE RELEASE

RFD TV TO AIR THE WEEKEND CUTTER

Premiering Wednesday, September 7 at 1pm (eastern)

Cleburne, Texas (August 30, 2011)--RFD-TV and Kenny Emigh are proud to announce *The Weekend Cutter*- a television show highlighting the amateur cutter-is coming to RFD-TV Wednesdays at 1pm (eastern), starting September 7, 2011. The show will repeat Wednesdays at 11pm (eastern).

The Weekend Cutter celebrates the grass roots cutters—the people that work all week and hit the road on Fridays with their friends and road family for the weekend competition.

Tune in each week as *The Weekend Cutter* travels to the practice pen of some of the most notable cutting horse trainers in the United States who specialize in the success of their non-pro, amateur, and youth clients, including: Ted Sokol in Florida; Mike Wood, in Arizona; Casey Crouch in Texas; Rock Hedlund in California; and Zeke Entz, in Tennessee.

Watch and listen as the trainers give the clients “one on one” instruction, in a herd of cattle, and then travel down the road to a cutting horse competition to see if they can make it all come together in front of a judge. The cutters only help—their trainer coaching from a herd helper’s position in the arena.

“So beware, after watching this show, you’ll want to go buy a cutting horse,” says Emigh. “But take our advice, take some lessons from one of these trainers and let them help you get ‘mounted’ correctly. Then you’ll see the pay window, sooner than most.”

About Rural Media Group, Inc.:

Rural Media Group, Inc. (RMG) is a privately held Delaware-based “C” corporation, which owns and operates the world’s largest portfolio combining rural-based satellite/cable delivered media and entertainment companies. Launched in December 2000 and now in its 10th year of broadcasting, RFD-TV is the nation’s first 24-hour television channel dedicated to servicing the needs and interests of rural America with programming focused on agriculture, equine and rural lifestyle, along with traditional country music and entertainment. The channel is now distributed into more than 40 million homes worldwide by DBS and cable systems including DISH Network (231), DIRECTV (345), Comcast, Verizon FiOS TV (247), Mediacom, Charter, Optimum, Cable One, Brighthouse, Suddenlink, Time Warner, Cox and more than 600 independent rural cable systems. Production originates in studios located in Nashville, Tennessee, for RFD-TV, RFD HD, and RURAL TV, the company’s new international channel. *RFD-TV The Magazine* now has more than 180,000 paid subscribers for its bi-monthly publication, and the company continues to operate “RFD-TV The Theatre” in Branson, Missouri. For more information, visit www.rfdtv.com.

For more information, please contact Raquel Gottsch at RFD-TV:

615-227-9292 / raquel@rfdtv.com

Kenny Emigh at The Weekend Cutter:

(817) 648-8760 / kenny@theweekendcutter.com