



Fact Sheet **THE EQUESTRIAN CHANNEL**

April 4, 2005

What is "The Equestrian Channel"?

The Equestrian Channel ("TEC"), a private venture established by Gina Rodriguez to promote the equestrian sports, and in particular Three-Day Eventing, and to assist developing riders in raising funds to support their participation in national and international competition

Who is Gina Rodriguez?

A native of the Caribbean island republic of Trinidad and Tobago, Ms. Rodriguez has been involved in equestrian sports since childhood. She recently moved to Maryland after living for more than a decade in the Los Angeles area, where she was a frequent competitor in Three Day Eventing on her horse, "Cello," who she bred and raised. Ms. Rodriguez, who holds a degree in Mathematics from the University of Florida, most recently has devoted her professional career to production work in commercial advertising.

What are TEC's Objectives?

The Equestrian Channel has four principal objectives

- 1** Through its Web Site, to promote equestrian sports and to make known to persons who browse the site information about televised events and about promising riders entering into national and international competition
- 2** To attract corporate and institutional sponsors to support promising U.S. competitors so as to help defray the heavy costs of their participation in this expensive sport
- 3** To encourage a new generation of U.S. riders to succeed in national and international equestrian competition, where aimed at Olympic participation, through such financial support; and
- 4** To promote cultural diversity in equestrian sports by programs to identify and assist "up and coming" riders who come from disadvantaged backgrounds.

How does TEC identify Riders that it will sponsor?

TEC will monitor events in each Area, looking in particular at CCI-recognized events, to identify potential international competitors and Olympic-class athletes. TEC envisions developing relationships with USEA Area officials and

trainers to help spot talented riders.

What does TEC offer to Riders?

TEC's "value" is straightforward. TEC intends to promote our sport through an interesting and informative web page and on that web page to spotlight the accomplishments of promising competitors in the Eventing world. TEC also intends to seek corporate sponsors for the web site and – most importantly – for individual riders. Riders would receive direct financial support through such sponsorship contracts.

How do the "Sponsoring Contracts" work?

TEC will locate and secure companies that want to be identified with equestrian sports and offer them opportunities to sponsor individual U.S. riders. In return for their financial support, those riders would agree that sponsors could use their likeness in advertising or promotional materials, and the riders would wear appropriate logos identifying the sponsors on their show jacket, saddle pad or protective vest.

What does TEC need from Riders it sponsors?

TEC would ask each rider that it sponsors to enter into an "agency agreement" that authorizes TEC to seek sponsorship. In such agreements, the Rider agrees to compensation for TEC and to administration of proceeds received from sponsorship contracts.

What compensation does TEC expect from Riders?

TEC only would be compensated by Riders from proceeds TEC realizes on sponsorship contracts. TEC would arrange with sponsors to make payment to TEC and TEC would pay riders what is received, less deductions for allowable expenses, a contribution to the "Up And Coming Riders' Fund" and TEC's agreed-up commission.

What is the "Up and Coming Riders' Fund"?

TEC is committed to encourage diversity in equestrian sport. A percentage of every sponsors' payment or contribution will be set aside for a fund that will be used to help persons from economically challenged communities participate in equestrian sports.

Has TEC been approved by equestrian sanctioning bodies?

TEC has been in contact with representatives of major U.S. organizations that sanction and oversee equestrian sports and is working actively with them to assure compliance with their rules and secure approvals where necessary.