

FOR IMMEDIATE RELEASE

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***ECLIPSE AWARD-WINNING "ON THE MUSCLE"  
ON-DEMAND ON NICKERNETWORK.COM***

(Little Rock, CA) Pony Highway Productions is pleased to announce that their Eclipse Award-winning documentary series *On the Muscle* will be part of the opening lineup when the first Internet-based, on-demand, multi-channel television network dedicated exclusively to horses, NickerNetwork.com, launches January 15.

NickerNetwork.com hopes to become the IPTV destination of choice for horse people on the Internet. A wide selection of television channels are each dedicated to a different equestrian theme or subject. Viewers can watch for free (with short, embedded sponsor ads), download individual programs to rent or buy, or order DVDs for home delivery. Every program is available 24 hours a day, 7 days a week. A truly international distribution system, all channels on Nicker can be seen throughout the world.

*On the Muscle* chronicles a history-making year in the barn of Racing Hall of Fame trainer Richard Mandella. All three episodes will be available on Nicker's DownTheStretchTV channel, one of 15 channels currently up and running.

Sally Lasater, founder and Managing Director of Nicker Communications said Monday, "Almost 10,000 people from 74 different countries have visited NickerNetwork.com in the 30 days since its un-advertised beta launch on December 15. The more than 60 programs available for viewing during that time have been received and viewed with great delight by horse people around the world, especially those wonderful documentaries such as *On the Muscle*, which provide both entertainment -- and education -- to a television-hungry equestrian world."

"We're excited by the opportunity to participate in the brave new world of IPTV distribution with NickerNetwork.com, and by the chance to expand *On the Muscle*'s reach across the international equestrian world," said Bill Yahraus, President of Pony Highway Productions. "We wish Nicker Communications great success with the launch of their new network."

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