

DONNELL RODEO PROMOTIONS

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TOTAL EQUINE™ HORSE FEED AGREES TO WOMEN'S RANCH RODEO ASSOCIATION SPONSORSHIP

Pueblo, Colorado June 23, 2009 ----- Total Equine™ horse feed, headquartered in Garden City, Kansas has agreed to become a sponsor of the Women's Ranch Rodeo Association (WRRRA) beginning June 1, 2009. The sponsorship will extend through December 31, 2010. It includes on-site rodeo and online marketing and media activation for the duration of the sponsorship. .

Ranch rodeos have long been popular in the West. The events require strong horsemanship skills as well as a knowledge of cattle and replicate those tasks still carried out on working ranches every day. For many years, women have competed on ranch rodeo teams along with men. In 2005, a group of these women decided to form their own association to compete among themselves similar to women's competition in golf, tennis, soccer and basketball.

WRRRA rodeos feature women-only teams competing in a series of ranch rodeos throughout the summer culminating in a national finals in October. Like other ranch rodeos, WRRRA rodeos are team events with four contestants on each team. The association currently has 13 rodeos scheduled for the year in Kansas, Oklahoma and Texas with the possibility of more to be added. The finals will be held in October in Lyons, Kansas.

"Our company has always been a supporter of ranch rodeo as a sport and a marketing opportunity, said Harry Anderson, president of Total Equine. "We are excited to have the opportunity to work with the WRRRA which has a unique position in the sport. We believe the WRRRA will help us gain additional recognition and greater penetration into the ranch and horse owner market."

"We are extremely pleased to have Total Equine as a sponsor," said WRRRA spokesperson Billie Franks. "As women who are both contestants and part of the ranching world we understand the importance of having strong, healthy horses. Our members and our fans represent ranches and horsemen who appreciate the need to care for horses properly. We look forward to introducing the company to our contestants and fans and to working with the firm."

Anderson described Total Equine feed's primary features as extremely high

digestibility with a combination of nutrients and ingredients that maximize hoof quality and growth, reduce anxiety and enhance muscling. He noted that in most situations it reduces voluntary hay intake by 25 - 50%

More can be learned about Total Equine by visiting www.totalequine.info. Additional information about the WRRRA can be found at www.womensranchrodeo.com and www.rodeopromotions.com, and www.imcowgirl.com