



PRESS RELEASE



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3D BULLRIDING INC. TO SEND RIDERS TO THE BFTS!

Saskatoon, SK (March 10, 2008) – 3D Bullriding Inc. and PBR Canada are partnering on a new incentive program to help riders make it onto the prestigious Built Ford Tough Series presented by Wrangler.

The newly introduced incentive guarantees one rider a spot at the BFTS San Antonio Invitational Presented by Cooper Tires, August 1-2. The rider with the most money earned from the PBR Canada events in Lethbridge, AB, Winnipeg, MB, Eastend, SK, Prince Albert, SK, Saskatoon, SK, and Wanham, AB, will receive the opportunity to compete in bullriding's most esteemed tour.

A second buy into a BFTS event will occur again this fall when one rider will win his way into the Mohegan Sun Invitational Presented by Cooper Tires. The money leader from the previous qualifying events as well as Manor, SK, Lashburn, SK, St. Tite, QC, and Lloydminster, SK.

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About 3D Bullriding Inc.:

3D Bull Riding Inc. has been contracted to produce events across Canada, from Chilliwack, British Columbia, to Halifax, Nova Scotia, including the PBR Canada National Finals in Calgary, Alberta.

2009 will mark 10 years in the production business for 3D Bull Riding Inc. The company has a tremendous following of fans and sponsors. Corporate sponsors have recognized the level of professionalism 3D Bull Riding Inc. has to offer.