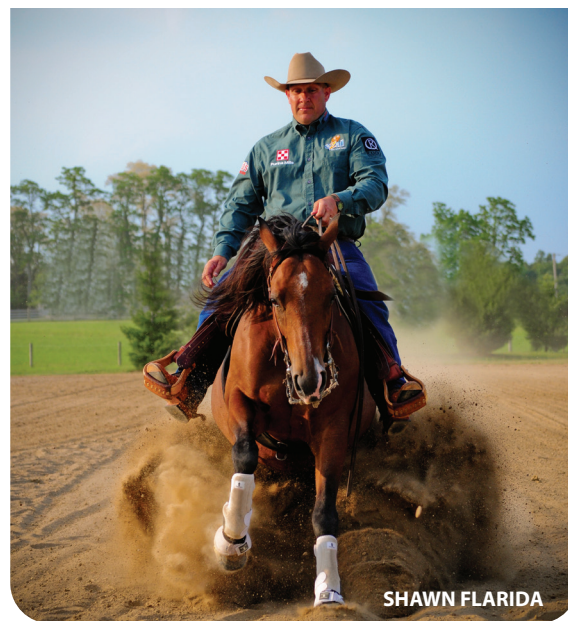


tune into... **RFD-TV**
RURAL AMERICA'S MOST IMPORTANT NETWORK

Monday Night LIVE



Tune in... Learn... Call in your Questions.

Monday
August 31, 2009

Purina Welcomes the National Reining Horse Association to Monday Night Live on August 31.

Learn more about this exciting equine sport and the history of NRHA. Meet Shawn Florida, the “3 Million Dollar” world-class reining champion who “rides with the brand.”

Purina’s equine nutritionist will discuss optimum nutrition for the performance horse and maintaining these equine athletes in peak condition.

Purina Mills and the NRHA – they’ll be taking your calls on Monday Night Live.

STARTING AT
8:00 PM Eastern

7:00 PM Central, 5:00 PM Pacific



Karen Davison, Ph.D Equine Nutrition - Manager of Equine Technical Services

Dr. Karen Davison, an active horse person, learned to ride at an early age. While at Texas A&M University, she discovered research in horse reproduction, exercise physiology, and later specialized in equine nutrition. Her research includes studying the effects of fat-added diets in both broodmares and weanlings. She joined Land O'Lakes Purina Feed in 1993.

Dan Wall - Executive Director of NRHA

For more than 10 years, Dan Wall has been the National Reining Horse Association's Executive Director. Since his employment the NRHA and the sport of Reining have grown all around the world. During Wall's tenure Reining was accepted as the only western sport approved by the FEI (Federation Equestre Internationale) and will enjoy its third appearance as a full-medal discipline at the 2010 Alltel FEI World Equestrian Games.

Shawn Florida - “3 Million Dollar” World-class Reining Champion / Trainer / Purina Ambassador

Shawn Florida is the NRHA's all-time leading money earner, and the first-ever Three Million Dollar Rider. Shawn has four NRHA Open Futurity championships to his name, and has won the All-American Quarter Horse Congress seven times. Despite his enviable resume, Shawn doesn't let the winning go to his head. Known for his mischievous grin and affable personality, Shawn is known throughout the industry for his humility and unmatched work ethic. Shawn began his career as a youth, worked up to be a trainer and is now is a champion. Shawn is married and has three children, Cody, 13 Courtney, 6, and Sam, 4.



Animal Makeover Every Tuesday on RFD-TV 8 p.m. (EST)