



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Jack Carnefix
Senior Manager of Public Relations
719.242.2800, ext. 719-242-2800 office
jcarnefix@pbrnow.com

Initial 2010 World Cup Competitors Named

LAS VEGAS (March 6, 2010) - The Professional Bull Riders, Inc. (PBR) is excited to announce that the five national captains have selected the first 10 competitors for the 2010 World Cup.

The 2010 PBR World Cup presented by Dickies, the PBR's premier international event, comes to the United States for the first time ever. All of the action will take place at the Thomas & Mack Center in Las Vegas from April 16-18.



Captain **J.W. Hart** (Marietta, Okla.) has named **Austin Meier** (Kinta, Okla.) and **McKennon Wimberly** (Cool, Texas) to Team USA, while **Adriano Moraes** (Cachoeira Paulista, SP, Brazil) has chosen **Valdiron de Oliveira** (Aparecida de Goiania, GO, Brazil) and **Robson Palermo** (Rio Branco, Acre, Brazil) as the first two members for Team Brazil.

Cody Snyder (Medicine Hat, Alberta, Canada) has selected **Aaron Roy** (Asquith, Saskatchewan, Canada) and **Scott Schiffner** (Strathmore, Alberta, Canada) for Team Canada, while Team Australia captain **Troy Dunn** (Queensland, Australia) has named brothers **Jared and Pete Farley** (Kempsey, NSW, Australia). The first two members selected for Team Mexico are **Rocky McDonald** (Colonia Juarez, Chihuahua, Mexico) and **Gustavo Pedrero** (Jalisco, Mexico). Selections for Mexico are being made by **Amando Aguirre**, President of the Mexican Federation of Rodeo, and **Ruben Mujica**, President of Cuernos Chuecos, a Mexican bull riding league. The coach for Mexico will be **Gerardo Venegas** (Juarez, Chihuahua, Mexico).

The three-night event will allow fans the opportunity to watch world-class rides during six rounds of action. The 25 riders will all compete in each round, meaning that fans will have the opportunity to watch at least 50 show-stopping rides each night. The top three scores for each country in each round will count toward the team total. The team accumulating the most points during the six rounds will be declared the winner.

The United States is the two-time defending champion, while Brazil won in 2007. The event debuted in 2007 in Gold Coast, Queensland, Australia, and was held in Chihuahua, Mexico, in 2008, and Barretos, Sao Paulo, Brazil, in 2009.

Hotel rooms and packages can be reserved at Treasure Island, the official host hotel of the 2010 PBR World Cup presented by Dickies. Not only will Treasure Island be home to the riders during the World Cup, but the hotel and casino will also play host to various World Cup after parties, and be "home base" for all PBR activity during the World Cup.

For more information about prices and to reserve a room now, go to www.treasureisland.com or call (800) 288-7206. For more information about the 2010 PBR World Cup presented by Dickies, please visit www.pbr.com or contact Sara Broun at sbroun@pbrnow.com or 719-242-2800.

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About the Professional Bull Riders, Inc. (PBR):

More than 100 million viewers tune in each year to the PBR on FOX, NBC, VERSUS and on a host of foreign networks across the globe. With approximately 400 hours of prime time programming annually PBR ranks among the most prolific sports on air, in addition to attracting over one and one half million live event attendees each year with its multi-tiered event structure which includes the marquee Built Ford Tough Series and Touring Pro Division. The PBR is headquartered in Pueblo, Colo., and has over 1,200 PBR bull riders who compete in more than 300 PBR-sanctioned competitions in the United States, Australia, Brazil, Canada, and Mexico. For more on the PBR, please visit www.pbr.com, www.teampbr.com, www.pbr.tv, www.myspace.com/teampbr, twitter.com/teampbr, www.facebook.com/TeamPBR, or www.pbr.com/worldfinals/.

About Dickies

The Dickies brand has a strong and proud heritage of providing tough, quality clothing to American workers for more than 87 years. Over that time, the company has grown from the U.S. Bib Overall Company in 1922 to the Williamson-Dickie Manufacturing Company. From overalls to World War II U.S. military uniforms to its iconic Original 874 work pant and much more, Dickies is the global leader in innovative work apparel while also meeting consumer needs for quality after work clothing at a great value. The Dickies portfolio of apparel includes men's and women's work pants, shorts, shirts, denim, outerwear, school wear and an extensive licensing program, all backed by a lifetime guarantee. The company operates through subsidiaries in North America, Canada and Europe as well as exclusive distributorship around the world. For more information on the uncomplicated style of Dickies, visit www.dickies.com.

About Treasure Island

Treasure Island on the Las Vegas Strip, a privately owned hotel and casino boasting nearly 3,000 guest rooms, stands alone as the only major Strip property to claim that unique market position. It's a world-class destination for headline entertainment, the enchanting Sirens of TI nightly outdoor show and Mystère, the classic Cirque du Soleil performance that combines the powerful athleticism, high-energy acrobatics and inspiring imagery that have become the company's hallmark. Upscale and casual dining choices, hip nightspots and indulgent spa and shopping experiences further complement the one-of-a-kind Treasure Island guest experience. For information or to make a reservation, call 800-288-7206 or visit www.treasureisland.com.

MEDIA ROOM - Please note that action-packed photos of the winning rides from BFTS events

will be posted on the PBR website and available for downloading within six hours after the competition. Here's how to locate the website and download the images:

Web site location: <http://www.pbrnow.com/media/press>

User name: media

Password: access