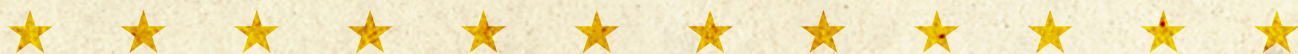




MEDIA 2011 GUIDE

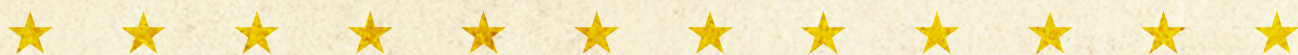


TABLE OF CONTENTS



About CBR	3
History of the CBR	4
Tuff Hedeman	6
Chief Executive Officer Wes Bruce	9
CBR Board of Directors	10
CBR Staff	11
CBR Evan Williams Bull Fighters	14
CBR Barrel Man	16
2010 CBR World Champion	17
Past World Champions	21
2010 CBR Bull of the Year	23
Past Bull of the Year	24
2010 CBR Stock Contractor of the Year	25
Past Stock Contractor of the Year	26
2010 Cinch CBR World Standings	27
2010 CBR Cinch Tour Events and Champions	29
2011 Cinch CBR tour	32
Other CBR Entities	33
The Horizon Series	34
The Short Round Magazine	36
Geronimo Productions	39
Great American Country	40
Wild Eyes	41
National Partner	42
Contributors	43

About CBR



Led by bull riding icon, **Tuff Hedeman**, Championship Bull Riding, Inc. (CBR) is a nationwide, professional bull riding organization. The CINCH CBR Tour events are a live, two-hour adrenaline rush and collectively create 26 weeks of gripping, primetime television seen by over 8 million viewers each year on Great American Country (GAC). Combined with its subsidiary tour, the Horizon Series, CBR will visit over 70 venues throughout the United States, reaching more than 350,000 fans in live attendance this year. CBR is the home of THE REAL COWBOY SPORT™, the best bull riders and bulls in the world. We are committed to the riders, the fans, corporate sponsors, and all those involved in the professional bull riding industry.

For more information on CBR, please visit www.CBRbull.com or call us at 817.626.BULL (2855).

History of the CBR



In sultry, smoky tones, Grammy Award winner Paula Cole croons the ultimate question, “Where have all the cowboys gone?” Think about it. The typical urbanite is probably not at all familiar with the slow swagger and honest manners of the favorite son of the old west. He’s not likely to turn up on the subway, and you won’t spot him at that trendy, new wine bar nibbling quiche and chatting with a group of friends. So the question remains: where can one go to find those handsome, rugged and fearless defenders of the wild frontier? Well, friends, the answer is simple and can be summed up in three words: Championship Bull Riding (CBR).

Created in Carthage, Texas in 2002 by legendary stock owner Terry Williams and businessman Joel Logan, CBR, Inc. was founded on three basic principles: strength, stamina and integrity. The founders were determined to provide aspiring, young athletes with additional opportunities to earn a living riding bulls. Over the years, the organization has enjoyed tremendous success, rider purses have increased and the CBR has grown to become the stuff of legend. And the cowboys? Well, they’re household names! This season, the CBR tour will make stops in more than 70 venues throughout the United States, dazzling more than 350,000 fans with their own special brand of explosive, heart-pounding family entertainment.

Rapid growth in the early years put CBR, Inc. on the map, and it was this extraordinary momentum that grabbed the attention of rodeo legend and four-time world champion bull rider Tuff Hedeman. In 2005, Tuff left the Professional Bull Riders (PBR) to officially join the organization as President and stock holder. Why the switch? Tuff has a love for the sport, but also for the athletes, and he was inspired by the CBR philosophy.

“We treat them the way I wanted to be treated when I was competing,” he says with a handsome smile, “The CBR produces one of the best professional-level bull riding competitions in the country.”

Chief Executive Officer Wes Bruce agrees, admitting that it was the character of the people and quality of events that drew him to the CBR.

“I was a fan of the sport and a stock contractor in the business,” he says. “After I became friends with Terry and Tuff, and then met all the other guys in the CBR, I realized what a great group of people they were. I thought the bull-riding competitions that the CBR was producing were really top-notch and it made me want to be a partner.”

Continued on next page

History of the CBR



Statistics don't lie, and the growth of the CBR is evident in the numbers. Over the past three years, sponsorship dollars for the CBR have grown almost 200%. The number of events has more than quadrupled and the overall live attendance has surpassed 350,000.

This year at the PRCA's Wrangler National Finals Rodeo, 13 of the 15 bull riding contestants were regulars on the CINCH CBR Tour, including three-time PRCA World Champion J W Harris and 2007 PRCA World Champion Wes Silcox. Remarkably the riders on the CINCH CBR Tour represent 5 countries and the entire United States.

This unprecedented growth would lead to the ultimate exposure for Tuff and the gang in the form of weekly national television coverage. Once labeled the "fastest hour in television," the CBR tour made its primetime debut on The Outdoor Channel in 2004. Today, more than 8 million viewers tune in annually for the mad adrenaline rush that can only be inspired by the best bulls and bull riders in the world. Known as the REAL COWBOY SPORT, the CBR has logged over 150 hours of television coverage annually since 2004.

In keeping with its mission, the CBR will continue to honor athletes, fans, corporate sponsors and all those involved in the professional bull riding industry. Fans will continue to have access to riders and can expect a memorable and exciting experience each and every time. Friendly, fearless and committed... it is, after all, the true nature of our hero. And so now you know the truth. Real cowboys do exist. They're not an extinct or even an endangered breed. On the contrary, they're everywhere, touring the country with the CBR. And the best part? They'll be coming to a town near you REAL soon. See ya'll at the bull riding!

TUFF HEDEMAN



Before he even started school, Richard Neale “Tuff” Hedeman earned the nickname that would stick with him for life. According to Tuff, Tater Decker, a horse trainer and friend of the Hedeman family, began to call him “Tough Nut” after he slammed the boy’s hand in the door of his pick-up. As the story goes, young Tuff never even shed a tear.

“I was about 4 or 5 years old,” remembers Hedeman, “when he slammed my hand in the door. He nicknamed me ‘Tough Nut’ and it was later shortened to Tuff.” So began the life of a legend.

Hedeman grew up on the racetracks of west Texas, but quickly realized his true calling: the rodeo. As a boy, he won many junior rodeos and, in 1980, took the New Mexico High School Rodeo Bull Riding and All Around titles. His success continued the following year when he was awarded the Team Roping and All Around titles. Upon graduation, Tuff attended Sul Ross State University, where he was a member of the rodeo team, competing in bronc riding, team roping, steer wrestling and, of course, bull riding.

In 1983, Tuff turned pro and filled out his PRCA permit as a bronc rider. He developed a reputation for riding bulls that had never been ridden, with an all-or-nothing style that amazed rodeo fans. He often traveled with his fellow bull riders, and close friends, Lane Frost, Cody Lambert, Jim Sharp, Clint Branger and Ty Murray, to save on travel expenses. Over his career, he would qualify for 11 National Final Rodeos (NFR), winning two NFR titles. Tuff would also win three PRCA titles and go on to be inducted into the Pro Rodeo Hall of Fame, earning more than \$1 million in prize money along the way. He won the National Finals Rodeo in 1993 with a stand-out 95 point ride atop the infamous Charbray Bull, Bodacious. This would not be their last meeting.

A neck injury sustained at the NFR in ‘93 kept Tuff from competing in competitions the following year. However, he remained involved in the industry and eventually found himself in an entirely new spotlight - on the set of a movie. The film *8 Seconds* documents the life of Hedeman’s closest friend, Lane Frost, who lost his life in 1989 when he was gored by a bull at one of the most famous rodeos of all time, the Cheyenne Frontier Days. Stephen Baldwin signed on to play the role of Tuff Hedeman, and Tuff himself was hired as a stunt double for the actor. The final scene of the film shows Tuff at the National Finals Rodeo riding for the world championship. After the 8 second bell sounds, he continues to ride and stays on an additional 8 seconds as a tribute to his fallen friend.

Continued on next page

TUFF HEDEMAN



“That title was for Lane,” he told one reporter. “I just wanted to finish what we started out together.”

In 1995, Tuff returned to the sport he loved and came face to face, yet again, with Bodacious. It was a ride that would mark his career. Bodacious was known for his own special “power move” that consisted of bringing his rear end high in the air while his head was down, forcing the rider to shift his weight forward. The beast would then jerk his massive head upward, smashing whatever happened to be in his path. This time, it was Tuff Hedeman’s face.

It took six hours of reconstructive surgery to repair 11 shattered facial bones and less than two months of recovery time before Tuff Hedeman was back on the circuit. He would place second and third in the PBR Finals in 1996 and 1997, respectively. His last ride was in Odessa, Texas at the PBR event, where he was thrown off and landed on his head, exacerbating the old neck injury. Although he was leading the PBR World Standings at the time, Tuff knew his past injuries were bound to have an effect on his performance and his quality of life. In 1999, after much consideration, the legend retired from the spotlight. He did not, however, take leave of the industry.

Tuff’s exploits atop some of the meanest bulls in the business made him an icon, but he is revered equally for his work outside the arena. He was instrumental in the creation of the Professional Bull Riders (PBR) and served as its main attraction for years. In 2005, Tuff left the PBR to officially join Championship Bull Riding, Inc. (CBR) as President and stock holder. Why the switch? Tuff has a love for the sport, but also for the athletes, and he was inspired by the CBR philosophy. “We treat them the way I wanted to be treated when I was competing,” he says with a handsome smile. “The CBR produces one of the best professional-level bull riding competitions in the country.”

Through the years, the CBR tour experienced unprecedented growth and, in 2004, made its debut appearance on national prime time television. Labeled the “fastest hour in television,” the CBR tour has a rapidly expanding fan base. Today, more than 8 million viewers tune in annually for the mad adrenaline rush that can only be inspired by the best bulls and bull riders in the world.

According to Tuff, the popularity of the sport has been aided by the television coverage, but the true key to its success is its simplicity.

Continued on next page

TUFF HEDEMAN



"It's easy to understand; it's just 8 seconds and the highest score wins," he said in an interview. "Beyond that, bull riding is non-stop action; it's just entertaining and fun to watch."

When Tuff isn't working, he lives a quiet life with his wife, Tracy, and their two boys on a serene and beautiful ranch near Morgan Mill, Texas. He also works as a "color" commentary announcer on many rodeo television broadcasts. Given his achievements and his dedication to the sport, it is not surprising that he was inducted into the Texas Rodeo Cowboy Hall of Fame in April of 2010.

So what's next for Tuff Hedeman and the CBR? The sky's the limit!



CHIEF EXECUTIVE OFFICER



CBR, Inc. CEO Wes Bruce was born and raised in the tiny town of Lamesa, Texas. With a population close to 10,000 people, Lamesa is primarily known for two things: cattle and cotton. It's no surprise, then, that Wes would eventually make bull riding his life's work.

After graduating from Texas Wesleyan University, Wes became a successful general contractor, focusing mostly on multi-family construction. In 2005, he befriended Terry Williams and expanded his business ventures to include stock contracting, providing bulls for events around the country. It was through this endeavor that he became familiar with the inner-workings of the industry and its cast of extraordinary characters.

Wes' interest in the sport grew over time; however, it was the CBR, particularly, that captured his attention. He quickly learned that his business principals mirrored the philosophy and performance standards on which the company was based. Two short years later, he made an investment that would change the course of his career.

"I was a stock contractor taking bulls to CBR and PBR events," he told one reporter. "I really enjoyed the CBR events and the people involved, so I bought stock in the company and have been involved ever since. That was in 2007."

Bruce's involvement with CBR would not end there. In 2008, he sold his ranches and his bucking bulls and became CEO of CBR, Inc. Under his leadership, the CBR grew from 15 events in 2009, to nearly 70 events in 2010, including the Cinch and Horizon Tours. And the future? As far as Wes is concerned, the options are endless.

"In 2011, we are planning to have over 100 events. This will allow our riders more opportunities than ever before to ride and win substantial money in the CBR," he says.

The future of the CBR is bright, indeed. Wes cites the recently forged partnership with GAC television as his "best memory" to date. "They are a great network and the perfect place for us at this time," he says.

The success of CBR, Inc. can be attributed to many factors, good decisions, high standards, strong ethics and hard work, to name only a few. The explosive growth of the company makes it nearly impossible to predict what the future will bring. But one thing is certain: with Wes at the helm, athletes, fans and sponsors are clearly in for the ride of their lives.

CBR BOARD OF DIRECTORS



Benny Cude
Chairman of the Board



Lyndal Hurst



Terry Williams



John Ludlum



Wes Bruce



Mike Sellers



Tuff Hedeman



Danny Knox

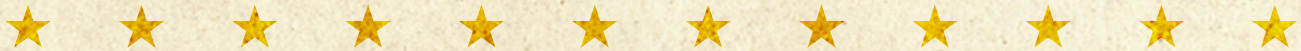


Danny Correll



Ron Pack
Advisory Board Member

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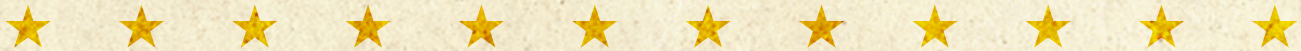


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CBR EVAN WILLIAMS BULL FIGHTERS



RAY CLARY

Title: Production Manager, Bullfighter

Birthday: January 13, 1975

Hometown: Lufkin, Texas

Craving: Steak

Traveling Partner: Myself

Wishing I could: Be the best dad I can be

I wear: Cinch jeans and shirts, Resistol hat, and boots, not too picky

Necessary extravagance: Not a very extravagant guy

Happy I bought: My place and a 2009 Dodge Challenger

Listening to: Country

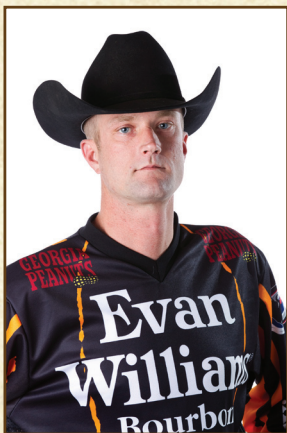
If I wasn't working for the CBR: I would be lost.

Best CBR moment: Fighting bulls at Tuff Hedeman's in Ft Worth the first time!

Theme you live by: Have FUN always.

How long have you worked with the CBR? 6 years

Accomplishments: 5-time CBR finals bullfighter, haven't missed an event in 6 years.
Coach of my son's baseball team - we rock!



MATT BALDWIN

Title: Bullfighter

Hometown: Sylvania, Alabama

Wishing I could: Control the bull long enough for the rider to dismount safely. If bucked off, I try to make myself a better target than the rider.

If I wasn't working for the CBR: When I'm not fighting bulls, I am working and running my construction company.

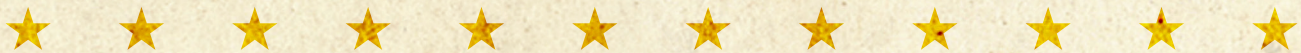
Best CBR moment: 2003 CBR Bullfighter of the Year Award

Theme you live by: The best way to fight bulls is through intuition.

You've got to be able to read what those bulls are going to do before they do it, so you can slip in there and be in the right spot at the right time.

Accomplishments: Wife Kristy, sons Eli (aka "Bubba") and Krease, cow dogs Sissy and Lulu; 8-time CBR Finals Bullfighter, 2003 CBR Bullfighter of the Year, 4-time X-treme Bulls Finals Bullfighter

CBR EVAN WILLIAMS BULL FIGHTERS



BRANDON LODEN

Birthday: June 27, 1986

Hometown: Gilmer, TX

Traveling Partner: Ray Clary, as part of the CBR Advance crew.

Craving: Steak

Best CBR moment: 2010 Bullfighter of the Year Award

Best Bulls to Watch: Black Gold and Poker Face

How long have you worked for CBR: 4 years

Family: Three children: Lakem 4, Kaden 2, Kasen 1.

Loden began his career on top of the bull, but a bad spill at a high

school rodeo left him with four skull fractures, a broken nose and jaw, a busted eardrum and a strong desire to pursue a different career. He quit riding but stayed in the industry, going to work for a stock contractor, hauling bulls to rodeos around the country. It was during this time that a twist of fate unveiled Loden's hidden talents. It would be the beginning of a passionate and successful career. "One day," remembers Loden, "they needed someone to stand in as a bullfighter at Stock Contractor, Terry William's ranch. They looked at me and said, "Get in the arena. You're fightin' bulls today." Since that time, Loden has been hooked. Though he risks his life each time he steps in the arena, Loden considers himself blessed to be a part of such an exciting industry. "I love the thrill of the sport; the CBR tour has given me the opportunity to do so many things that I never thought I'd do."



CBR BARREL MAN



CODY SOSEBEE

Title: Barrelman

Birthday: December 28, 1971

Hometown: Charleston, Arkansas

Craving: Pizza, pickled okra, fried chicken legs - anything that's fattening

Traveling Partner: I travel alone, but love to catch rides in the CBR big truck, good times in there

Wishing I could: Get my fun house built ... and throw parties for all

my rodeo/bullriding friends. Other than that, I'm making my wishes happen.

I wear: I'm a huge second-hand store clothes shopper; I am always thinking I'll land a clothing sponsor, being I'm on GAC and RFD-TV ... Y'all listening, Cinch reps?

Necessary extravagance: Have a good *pedit* every so often; it adds years to your life.

Happy I bought: A \$750 minivan, which I painted up like a cop car.

Listening to: It's all about the blues!

If I wasn't working for the CBR: Getting serious about my party rental business

Best CBR moment: Attempting to jump a big freakin' truck at Tuff Hedeman's bullriding on my mini bike knowing I wouldn't come close to making it

Theme you live by: "Wamfo! I live life large!"

How long have you worked with the CBR? 5 years

Accomplishments: Worked the CBR finals four times, work the Cheyenne Frontier Days, did a couple tour finales in the PRCA, two Prairie Circuit finals, Calgary Stampede, and I was nominated for PRCA Clown of the Year once, on a soft year.



2010 WORLD CHAMPION - LUKE KELLEY



2010 CBR World Champion

PERSONAL: 5'11; 180 lbs; right-handed

DOB: 1/29/80

HOMETOWN: Livingston, Alabama- Mount Vernon, IL

YEARS RIDING: 7 pro

OTHER JOB: Training race horses and professional hunting guide

MENTOR: Donny Gay

EARNINGS: Over \$160,000 in 2010

Luke Kelley rode more bulls than any other CBR rider in 2010, which helped him earn the 2010 CBR World Champion title. When he is in the chute, he is thinking, "Try hard and bear down." This philosophy is probably why he was consistent the entire season and he really turned things on during the CBR fall run.

Kelley won the Horizon Series Finals in Bossier City in late August, which moved him into the top spot in the season standings, a spot he never lost. Kelley never lost that spot. His event win in Lubbock, along with the \$10,000 Mahindra Tractors Texas Swing bonus, locked things up heading into Kansas City for the Tour Finale.

Kelley's riding average was at 50 percent for the 2010 season. He racked up an incredible eleven Top 10 finishes, and he had five 90 point plus rides. There is no doubt he was the best rider in Championship Bull Riding for the 2010 season. After the \$100,000 bonus for winning the 2010 CBR World title, Kelley finished the season with \$159,478.

ACCOMPLISHMENTS:

2008 CBR WC Qualifier

2009 CBR Tour Finale Qualifier

2010 CBR Horizon Finals Champ

2010 CBR WORLD CHAMPION

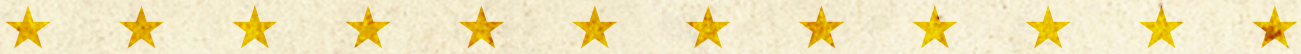
www.lukekelley.com

www.cbrbull.com/riderprofile.lukekelley.

CBR World Champion Luke Kelly Fan Page on Facebook



2010 WORLD CHAMPION - LUKE KELLEY



MORE ON WORLD CHAMPION LUKE KELLEY IN HIS OWN WORDS:

Name - Luke Kelly, 2010 CBR CINCH TOUR WORLD CHAMPION

Birth date - 01/29/1980

Hometown - Akin, IL, now lives in Mt. Vernon, IL

Family - Engaged to Kelly Lacey, and yes, her name will be Kelly Kelley. We get that all the time!

What do you do if you are not riding bulls; do you work? I own and operate a hunting business in Illinois and a race horse farm with my girlfriend and her family.

Do you work out? I gallop horses everyday and farm work keeps me in strong shape.

What is your philosophy in life and/or business? Work Hard, Have Fun and WIN.

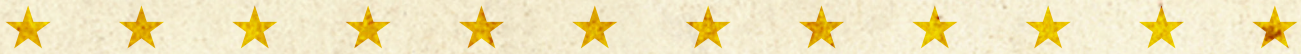
Are you a repair or replace kind of guy? I would much rather be a "replace it" kind of guy, but most of the time I have to be a "repair it" kind of guy, due to not having the money to replace things. I have been known to drive cross-country in vehicles that shouldn't make it out of town. Like the time that Jake (Littlefield) and I were going to Nevada and only made it to Amarillo, TX before we broke down. The transmission went out, and I couldn't fix it. The car wasn't worth much anyway, so we sold it for \$50!

To give you a better idea, I used to rodeo out of a minivan and every 600 miles the belt would break. I would keep extras so I could change it, but I also had to use a coat hanger wire to hold the tie rod end together. It worked, but it would only make it a couple thousand miles before I would have to get another hanger to fix it!

Do you look at the glass half empty or half full? I am definitely a half full kind of guy! It makes life a lot more fun when you wake up in the mornings going WooHoo!!! To be quite honest, the half empty people make me want to pull my hair out. I can't stand to be around negative, pessimistic people that try to bring me down. They can try, but it won't work! I have learned that determination and being optimistic will take you farther than all of the knowledge and talent in the world.

Morning person or night person? DEFINITELY a night person! Although, I do love watching the sunrise. I have to get up early every day when I am home, but I would much rather sleep in and stay out all night.

2010 WORLD CHAMPION - LUKE KELLEY



Who is your celebrity crush? Jennifer Aniston - she is a hottie!

What is your secret talent? I shoe horses and break colts. Not to brag, but I am pretty good at playing cards also.

Do you cook? If so, what are some of your favorite dishes to make? I can cook almost anything, but since Kelly's around I don't cook much. But I can boil a mean pot of crawfish, and I am the grill master!

What is your favorite movie? That one is easy: *Lonesome Dove*. Could watch it everyday, drives Kelly crazy. I love all that western stuff; my favorite books are any of the *Sacket* books by Louis Lamor.

Do you like football? What team? Alabama, of course! Roll Tide!

Are you on Facebook? Yes, but I don't understand it!

What is the best thing about (almost) married life? I have my best friend with me almost every day. We work and play together, and get along pretty well for the most part! We have a lot of the same dreams and push one other to reach our goals.

What is one thing most people don't know about you but others might find interesting? I won a lawn mower race in 2009 on a stock riding mower against some beefed-up racing lawn mowers. I might have cheated just a little; I pushed them through the rail at the starting line. But, I won and have a trophy to prove it!

What does it feel like to be CBR World Champion? AWESOME! It was a long time in coming, and it is just wonderful to finally have that title in my hand.

Did you make a major purchase after winning your world champion money? If so, can we ask you what it was? No, not any big purchases. I think I bought 8,762 Beanie Babies. I have a VERY NICE collection! Just kidding. Other than the engagement ring, there have been no other big purchases. We are going to wait awhile before we make any major purchases.

How long have you been riding bulls? Been riding since I was 11 years old.

What do you ride? Right-handed

What has been your best CBR event? Well, before I won World Champion, I would say Bossier City, LA. Even though I didn't ride well at the tour finale, it was where I was crowned World Champion, and it was a feeling like no other.

Who is your favorite bull rider? Donny Gay. He won 8 world titles and that says it all. So far he is the best there has ever been. I wonder what that feels like to walk around knowing you won 8 buckles. I hope I do know what that feels like one day.

2010 WORLD CHAMPION - LUKE KELLEY



If you could own any bucking bull current or past, which would you buy? Hard to pick just one, but Angel Eyes is my favorite bull. I feel he is one of the most underrated and unknown bulls of all time.

Best Bull ride you ever made? I'm still waiting for it!

List your major injuries:

Collapsed lung, lacerated liver, kidney failure, broken ribs in 6 places at one time - I was in ICU for a couple weeks on that one. But, besides that, mostly just the usual broken legs, arms, hands, fingers, nose, separated hip, ACL and LCL tears, two surgeries to repair my wrists, torn ligaments in ankle and elbow, and dislocated shoulder.

Who are your travel partners? Only the best two guys in the world - Jake Littlefield from Mississippi, now living in Pennsylvania, and Kenny Westrope from Mississippi. Jake is getting married also next year.

What is your most prized possession? The people I care about! Material items can be replaced, but those you hold dear are irreplaceable. You can't pick your family, but you can pick your friends, and I have some of the best friends I could ever need.

Words or sayings you live by? The hungry wolf hunts the hardest. Whatever you do, do it great and dreams are made to be caught, not chased.



PAST WORLD CHAMPIONS



2009 CBR World Champion Hugo Pedrero



2008 CBR World Champion Clayton Baethge



2007 CBR World Champion Bonner Bolton



2006 CBR World Champion Matt Austin

PAST WORLD CHAMPIONS



2005 CBR World Champion Matt Austin



2004 CBR World Champion Austin Meier



2003 CBR World Champion Ross Johnson



2002 CBR World Champion Mike White

2010 BULL OF THE YEAR - DOUBLE SCOOP



Luke Kelley on Double Scoop - Lubbock 2010



The CBR is full of great bulls, and that's one of the reasons the race for 2010 Bull of the Year was so tight. The award is given to the bull with the most expensive purse. To be a contender for CBR Bull of the Year, the animal athlete must have a couple key qualities. They have to be ranked high enough to get into the Championship Round more often than not, and they have to give riders a fair chance to make the whistle and win rounds and/or events.

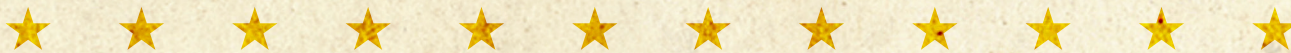
Owned by Bryce Cooper, Heath Scruggs and All Star Ranch, Dakota Magic's Double Scoop has compiled a very impressive set of statistics in 2010.

He has been the most consistent bull on tour from January to November. The bull riders won a total of four events and six rounds on this bull, and he carried an average bull score of almost 45 points throughout the

season. He was ridden 7 out of 8 times for an average ride score of over 91 points. All 7 times Dakota Magic's Double Scoop was ridden, the guys were over 90 points. Double Scoop trailed Cude Energy by \$7 going into the CBR Lubbock event the first weekend in October. He combined with Luke Kelly for 90.5 points to win the Championship Round and event title, and that was enough for him to overtake the lead.

Cude Energy was the only bull scheduled to be in Kansas City that could statistically take the lead, but he suffered a minor injury that kept him from the trip, thus securing the title for Double Scoop.

PAST BULL OF THE YEAR



2009 - Texas Cocktail - Cervi Championship Rodeo

Kenny Westrop on Texas Cocktail - Kansas City 2009



2008 - Cochise - Henry Ranch

Jesse Bail on Cochise - Fort Worth 2010



2007 - Zorro - Lufkin Ranch and Rodeo

Zorro



2006 - Biloxi Blues - Robertson/Southwick



2005 - Spiderman - Harlan Robertson

2010 - STOCK CONTRACTOR OF THE YEAR



BRAD VOGELE

While there is no “yellow brick road,” little evidence of those sparkly red shoes or Dorothy and Toto, the fact is the CBR’s 2010 premier bucking bull contractor, Brad Vogeles, has been to the see the wizard.

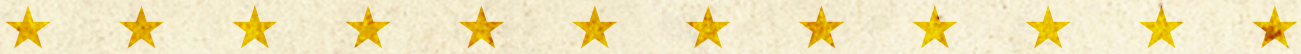
Brad Vogeles, of Arkansas City, Kansas, thinks about one thing when he looks at a bull: “What would I like to get on.” It stands to reason that is why he was voted 2010 CBR Stock Contractor of the year by CBR bull riders. The title means many things to many different bull riding associations, but in the CBR it is about bringing the bulls the guys can get an even and honest

ride on every time they are loaded in the chutes. According to CBR President Tuff Hedeman, “Vogeles was the perfect example of this during the 2010 season. This award not only goes to the guy with a great set of bucking bulls, it also goes to the guy who is a great team player when it comes to everything else that goes into producing an event,” said Hedeman.

Stock contracting is a big business. In addition to hauling bulls, Vogeles breeds, raises calves and works his own cattle at home. Brad, the oldest of three brothers, was raised on a ranch and knows what it takes to get the job done.

According to his colleagues, the foundation of Vogeles’s success is a strong sense of family, deep religious convictions and a dedicated work ethic. Vogeles participates in the CBR Bull Team Challenge, CBR Bull Games and hauls bulls to both the Cinch Tour and Horizon Series events.

PAST STOCK CONTRACTOR OF THE YEAR



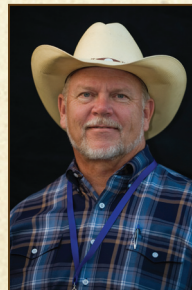
2009 Scott Burruss



2008 Alan Murphy



**2007 - 2006 - 2005
Harlan Robertson**

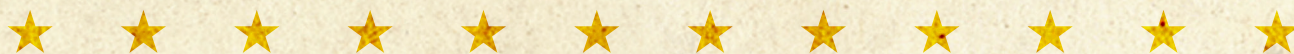


2004 Chuck Griffith



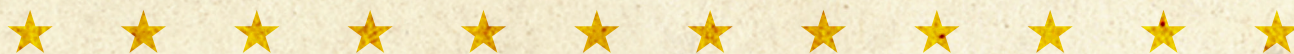
2003 Terry Williams

2010 CINCH CBR WORLD STANDINGS



	CONTESTANT	HOMETOWN
1	Luke Kelley	Livingston, AL
2	Steve Woolsey	Payson, UT
3	Elliott Jacoby	Johnson City, TX
4	Ardie Maier	Timber Lake, SD
5	Jake Littlefield	West Point, MS
6	Friday Wright	Moss Point, MS
7	Riggin Phillips	McKinney, TX
8	Clint Craig	Mena, AR
9	Sam Wilson	East Bernard, TX
10	Wrangler Dunda	Odessa, TX
11	Jarrold Craig	Hillsboro, TX
13	Cooper Kanngiesser	Zenda, KS
12	Kenny Westrope	Hazelhurst, MS
14	Bonner Bolton	Gardendale, TX
15	Clayton Williams	Carthage, TX
16	Cody White	Johnson City, TX
17	Neil Holmes	Houston, TX
18	Bronson Butcher	Muskogee, OK
19	Howdy Cloud	Kountze, TX
20	Clayton Foltyn	El Campo, TX
21	J W Harris	May, TX
22	Chandler Bownds	Lubbock, TX
23	Lucas Dick	Manhattan, KS
24	Nate Perry	Elk City, OK
25	Bradley Harris	Udhall, KS
26	Craig Jackson	Houston, TX
27	Bo Wertz	Calahan, CO
28	Scotty Knapp	Albuquerque, NM
29	Aaron Pass	Dallas, TX
30	Trent Cormier	Houma, LA

2010 CINCH CBR WORLD STANDINGS



	CONTESTANT	HOMETOWN
31	Craig Sasse	St. Peter, IL
32	Chris Roundy	Payson, UT
33	Reese Cates	Carthage, TX
34	Casey Decker	Bennett, CO
35	Pistol Robinson	Burleson, TX
36	Danny McDowell	Jena, LA
37	Jimmy Tubbs	Greenbriar, AR
38	Wesley Silcox	Payson, UT
39	Stormy Wing	Dalhart, TX
40	Tim Bingham	Honey Valley, UT
41	AJ Hamre	Chico, CA
42	Tag Elliott	Thatcher, UT
43	Clay Cudmore	Cherokee, OK
44	Brandon Chambers	Newport, NC

2010 - EVENT WINNERS



February 12, 2010
 CASA Ford Tuff Hedeman
 West Texas Shootout
 Presented by Sunland
 Park Racetrack & Casino
 El Paso, TX
Nate Perry



March 26, 2010
 South Point Hotel and
 Casino Tuff Hedeman
 Vegas Shootout
 Las Vegas, NV
Clayton Williams



February 13, 2010
 CASA Ford Tuff Hedeman
 West Texas Shootout
 Presented by Sunland
 Park Racetrack & Casino
 El Paso, TX
Clint Craig



March 27, 2010
 South Point Hotel and
 Casino Tuff Hedeman
 Vegas Shootout
 Las Vegas, NV
Steve Woolsey



February 20, 2010
 Dollar General CBR Music
 City Shootout Presented
 by GAC
 Nashville, TN
Neil Holmes



April 23, 2010
 American Airlines CBR
 Tulsa Challenge
 Tulsa, OK
Cooper Kanngiesser



February 27, 2010
 Fish and Steele Equipment
 Deere Country
 Challenge
 Lufkin, TX
Howdy Cloud



April 24, 2010
 American Airlines CBR
 Tulsa Challenge
 Tulsa, OK
JW Harris



March 6, 2010
 Tuff Hedeman
 Championship Challenge
 Fort Worth, TX
Friday Wright



May 1, 2010
 George Paul Memorial
 Del Rio, TX
 Round One winner
Clayton Foltyn

2010 - EVENT WINNERS



May 2, 2010
George Paul Memorial
Del Rio, TX
GPM Champion
Clint Craig



September 5, 2010
Dakota Magic Tuff
Hedeman CBR Challenge
Hankinson, ND
Ardie Maier



August 14, 2010
Zia Park Tuff Hedeman
Championship Bull Riding
Hobbs, NM
Elliott Jacoby



September 9, 2010
Navajo Nation CBR
Challenge
Window Rock, AZ
Kenny Westrope



August 21, 2010
El Dorado Resort and Casino
Tuff Hedeman Louisiana
Shootout Presented by
Your Good Neighbor Chevy
Dealers Bossier City, LA
Luke Kelley



September 11, 2010
Fort Stockton, TX
Jake Littlefield



September 1, 2010
Red Wilk Construction
CBR Bull Bash
Huron, SD
Kenny Westrope



September 19, 2010
CBR Best Out West
Showdown
Woodward, OK
Bronson Butcher



September 2, 2010
Red Wilk Construction
CBR Bull Bash
Huron, SD
Scott Knapp



October 2, 2010
Mahindra Tractors CBR
West Texas Showdown
Presented by West Texas
Chevy Dealers
Lubbock, TX
Luke Kelley

2010 - EVENT WINNERS



October 8, 2010
Tuff Hedeman CBR Tour
Finale Presented by the
American Royal
Kansas City, KS
Round One Winner
Jake Littlefield



October 9, 2010
Tuff Hedeman CBR Tour
Finale Presented by the
American Royal
Kansas City, KS
Finals Winner
Steve Woolsey



Year End Winner
Luke Kelley

2011 CINCH CBR TOUR



T	29 Jan	SAT	Tuff Hedeman's Championship Bull Riding	Hobbs, NM
T	12 Feb	SAT	Casa Ford Tuff Hedeman West Texas Shootout	El Paso, TX
T	26 Feb	SAT	Texas Redneck Bull Bash Tour	Lufkin, TX
T	05 Mar	SAT	Tuff Hedeman Championship Challenge	Ft. Worth, TX
NT	12 Mar	SAT	Dodge City Shootout	Dodge City, KS
NT	02 Apr	SAT	South Point Hotel and Casino Tuff Hedeman Vegas Shootout	Las Vegas, NV
NT	09 Apr	SAT	Tulsa Challenge	Tulsa, OK
T	07 May	SAT	George Paul Memorial	Del Rio, TX
T	08 May	SUN	George Paul Memorial	Del Rio, TX
T	25 Jul	MON	Cheyenne Frontier Days	Cheyenne, WY
T	26 Jul	TUE	Cheyenne Frontier Days	Cheyenne, WY
T	13 Aug	SAT	Mahindra West Texas Showdown	Lubbock, TX
T	20 Aug	SAT	El Dorado Tuff Hedeman Shootout	Bossier City, LA
NT	31 Aug	WED	South Dakota Championship Bull Riding	Huron, SD
NT	01 Sep	THUR	South Dakota Championship Bull Riding	Huron, SD
T	03 Sep	SAT	Dakota Magic Championship Bull Riding	Hankinson, ND

OTHER CBR ENTITIES



The Challenge is formulated to allow stock contractors to enter bulls of any age, with absolutely no restrictions, in selected CBR events. Bulls will be entered in a three bull team format, and all bulls must first meet the strict standards of CBR President Tuff Hedeman. Two of the three bulls will first buck in the long round of competition, and one will buck in the short for a combined score. The total score will then

be added with the number of seconds each bulls' rider completed. Over \$1 million will be paid out over the 2011 Bull Team Season. The finals will be held at the Cheyenne Frontier Days in July 2011 and \$225, 000 is the pay out at the finals.



“Mahindra Tractors CBR Texas Swing” Series.

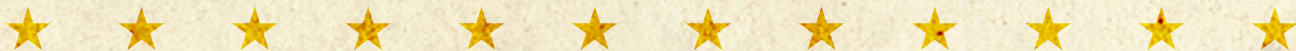
This series is a promotional contest for cowboys competing at each of the 2010 and 2011 CBR Televised Tour events held in the state of Texas. Currently, these events are: El Paso, TX; Lufkin, TX; Fort Worth, TX; Del Rio, TX; and Lubbock, TX.

Series Concept: Cowboys competing at any/all CBR Televised Tour events in the state of Texas shall receive points equal to the scores of their successful rides at each respective event. The rider with the most total points at the conclusion of the last CBR Televised Tour event in the state of Texas each season shall be declared the Champion of the “\$10,000 Mahindra Tractors CBR Texas Swing” Series.

Rider Award Program for Mahindra Tractors CBR Texas Swing Series

- Rider Purse: \$10,000.00
- Rider Award: Custom Hy-O Silver Belt Buckle for Mahindra Tractors CBR Texas Swing Champion

HORIZON SERIES



The Horizon Series was established to allow promoters and riders to compete in CBR sanctioned events at all levels. The Horizon Series allows local promoters to conduct a sanctioned CBR event under guidelines provided by CBR Administration. The top five riders on the Horizon Series Tour at the time of entries will be allowed to enter the CBR Televised Tour presented by Mahindra Tractors.

2010 Horizon Series Events and Winners

4/03/10	Clayton Foltyn	Stephenville
4/09/10	Bonner Bolton	Stephenville
5/14/10	Riggin Phillips	Stephenville
5/29/10	A J Hambre	Cathys Valley, CA
6/19/10	Ardie Maier	Kimball, NE
6/25/10		Stephenville
6/26/10	Bo Wertz	Kimball, NE
7/09/10	Lucas Dick	Cheney, KS
7/23/10		Lebanon, MO
7/24/10	Sam Wilson	Lebanon, MO
8/03/10	Jarrold Craig	Sterling, CO
8/10/10	Craig Sasse	Belvidere, IL
8/28/10	Justin Koon	Clinton, AR
9/11/10	Jake Littlefield	Fort Stockton, TX
9/18/10	Bronson Butcher	Woodward, OK
9/26/10	Cody Graves	New Braunfels, TX
10/16/10	Steveo Knightly	Longview, TX
11/12/10		Allen, TX
11/13/10		Wichita Falls, TX

2011 HORIZON SERIES EVENTS



October 16, 2010	Longview, TX
November 13, 2010	Allen, TX
November 13, 2010	Wichita Falls, TX
November 20, 2010	Carthage, TX
November 21, 2010	Springtown, TX
November 27, 2010	Stephenville, TX
January 1, 2011	Monroe, LA
January 8, 2011	Lebanon, MO
January 22 & 23, 2011	Jackson, TN
February 5, 2011	St. Charles, LA
March 19, 2011	Stephenville, TX
April 2, 2011	Texarkana, TX
April 15, 2011	Stephenville, TX
April 30, 2011	West, TX
May 14, 2011	Baytown, TX
May 21, 2011	Fairfield, TX
June 18, 2011	Stephenville, TX
July 16, 2011	Stephenville, TX
August 5 & 6, 2011	Abilene, TX
August 6, 2011	Stephenville, TX
August, 27, 2011	Clinton, AR
September 3 & 4, 2011	Stephenville, TX
September 10, 2011	Waterloo, IL
September 10, 2011	Stephenville, TX
September 24, 2011	Fort Stockton, TX
September 25, 2011	New Braunfels, TX
October, 8, 2011	Hugo, OK
November 12, 2011	Texas Stampede
November 26, 2011	Stephenville, TX



THE SHORT ROUND

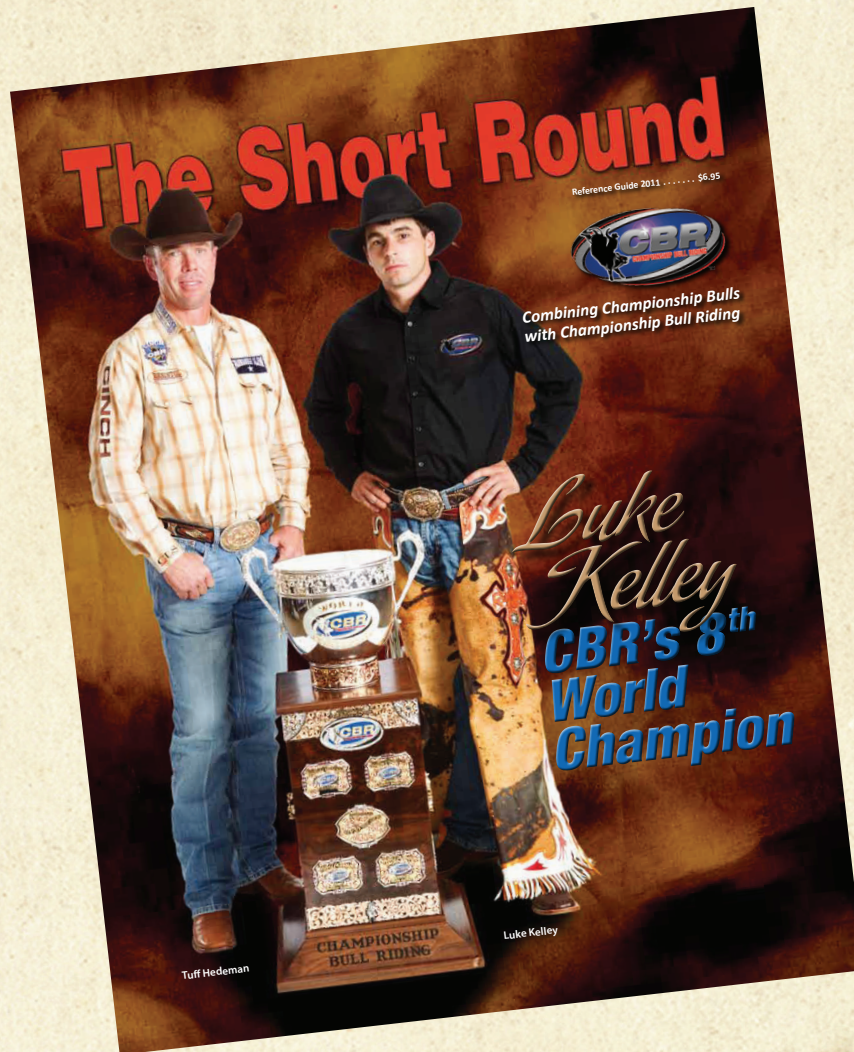


Championship Bull Riding is one of the fastest growing extreme sports in the world, and every issue of The Short Round is designed to help build that fan base by offering an interesting mix of cowboy culture and bucking bull business.

The Short Round takes you inside the cowboys' homes, outside to the bucking bull ranches and back around to the chutes with in-depth features and amazing photography.

As the industry leader, The Short Round is the only publication featuring detailed coverage of championship bulls and the men who ride them, both bound together in each issue.

We invite you to pull your rope tight and join us in reaching a highly energized group of enthusiastic fans.



THE SHORT ROUND



2010 Advertising Rate Card

Sales: R.D. Schroeder • 940-902-1813
rdschroeder@yahoo.com

R.D. Schroeder, Publisher • 940-902-1813 • Fax 940-665-2915
Leigh Ann Schroeder, Editor In Chief • 940-902-1112
leighann@theshortround.com

SHORT GO PUBLICATIONS, LLC
P.O. Box 1078 • Gainesville, Texas 76241

ISSUE DATE	RESERVE AD SPACE SUBMIT AD COPY	CAMERA-READY DEADLINE
FEBRUARY	December 20	January 3
MAY	March 20	April 4
AUGUST	June 20	July 4
NOVEMBER	September 20	October 3

2011 Advertising Rates (per insertion)

4-color, b/w and spot color — all same price
for spot color, build out of 4-color process

	1x	4x
Full Page	\$800	\$700
1/2 Page	575	475
1/4 Page	425	360

Premium Position

Front Cover with 2-page story	\$2,000
Inside front cover	\$1,000
Page 1	\$950
Across from Table of Contents	\$900
Across from Masthead	\$900
Business Card (6 issues).	\$195

Prices include standard design services,
production charges and two color scans.
Contract page rates upon request.
Gatefold and Poster rates upon request.

Custom Art Design	\$150
Additional Photos.	\$100
Metallic Inks	\$300 per page

Commission.

No agency commission allowed. Rates are net.

For Newsletter and Web Banner rates, call 940-902-1112

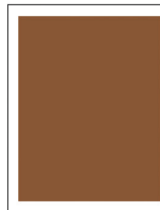
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ads from outside artists. No
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No ad placement may be cancelled after the deadline.

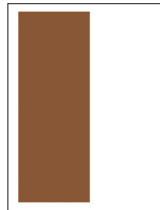


Full Page

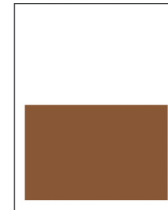
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Trim: 8.5" wide x 11" deep

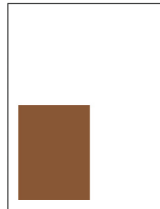
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1/2 Page (vertical)
3.625" wide x 10" deep



1/2 Page (horizontal)
7.5" wide x 4.875" deep



1/4 Page

3.625" wide x 4.875" deep

no bleed allowed on partial page ads

Digital Specifications.

High resolution PDF (x1a:2001), TIFF or EPS. Must be 300 DPI, CMYK
built to actual size. Photos or images in ads must be a minimum of 300
DPI at 100%; bitmapped images must be 600 DPI at 100%. Fonts must be
converted to outline or embedded.

UNACCEPTABLE DIGITAL FILES: film, hardcopy output and ads
created in native applications e.g. InDesign, Pagemaker, QuarkXpress,
Photoshop, Illustrator, Publisher, Word.

Ads requiring layout services subject to fee.

SEND FILES TO...

our FTP site. You will see a folder named "SHORT ROUND."

HOST: parkplacegraphics.com

USERNAME: client@parkplacegraphics.com

PASSWORD: getfiles

PLEASE e-mail notice of upload to:
leighann@theshortround.com

MAIL... CD's with color hard copy proof to: Park Place Enterprises
3301 Hamilton Avenue, Suite 109 • Fort Worth, Texas 76107
if sent overnight, use phone 817-877-8901

THE SHORT ROUND



**Championship
Bull Riding's
print partner**

AD DESIGN INCLUDED in the price of the ad space. We can design your ad and create tag lines to help you get the most out of your advertising dollar. Just send us your photographs, ad copy, and include any specific ideas you have about layout and design. If you don't have specific ideas, one of our artists will design the ad for you, and you will receive an e-mail proof prior to publication. *Note: ads requiring illustrations or customized artwork available at an additional cost.*

Bringing to the fans...

all the thrills and spills that make Championship Bull Riding the Real Cowboy Sport

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Tuff

Tuff Hedeman
President



Fan Profile

Gender

50% Male / 50% Female

Age

53% 25-50
25% of Females 18-34
24% of Men 18-34
33% of Women 35-49
39% of Men 35-49
39% 50+

Race

63% Caucasian
26% Hispanic
8% Other (non-Caucasian/Non Hispanic)

Family

63% Married
56% of Females
68% of Males
52% Children in HH
76% Own their own home
37% Homestead over 5 acres

Education

74% Some College
32% College Graduate
8% Post Graduate
18% Continuing Education

Financial

55% Annual HH Income over \$50,000
80% Used a credit card in last 90 days
55% Use a debit card
52% Use an ATM card
70% Have a savings account

Technology

96% Own a Computer
94% Own a Cell Phone
64% Have Broadband Internet
59% Receive TV programming via Satellite

Consumption

53% Eat at a Quick Service Restaurant more than 2 times a week
76% Drank a soft drink in last 7 days
74% drank bottled water in last 7 days
63% Drank a beer or liquor in last 7 days
31% Drank a sports/energy drink in last 7 days

Retail

48% made 1-4 internet purchases in last 7 days
74% more likely to buy from CBR Corporate Sponsors

Travel

89% Traveled in the last 6 mos.
50% Traveled for pleasure
70% Drove these travels
82% Stayed in a hotel/motel in last 12 mos.
78% have taken more than 2 domestic overnight trips in last 2 months
40% Rented a car in the last 12 months

Miscellaneous

74% Own Companion Animals and/or other Livestock
63% Fish
51% Camp
50% Hunt
49% Own a Pick-up Truck
47% Purchased Western Wear in last 30 days
64% Own a Horse/Utility Trailer
77% Own a Riding Mower/Tractor

***The Short Round* magazine also serves as the program for CBR Tour Events.**

For schedule, go to: www.cbrbull.com

GERONIMO PRODUCTIONS



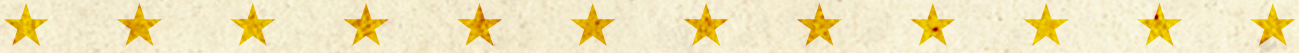
Championship Bull Riding on GAC is produced by Geronimo Productions. Geronimo has emerged as the premier production company for cowboy sports in the country. In 2011 Geronimo will produce nearly 100 television shows on networks like GAC, RFD-TV and ESPN. Geronimo's client list also includes the National High School Rodeo Association, PRCA and Rodney Carrington Entertainment.

The company founder is longtime television host Jeff Medders. Medders has hosted the CBR coverage for more than three years and has been the face and voice of rodeo for more than two decades.

The guys behind the cameras at a CBR event can also be found at major sporting events across the country and around the world. The Olympics, the NFL Network, college football and the NBA are just a few examples of where they fine tuned their craft. All of this experience is on display when cameras are rolling on the Cinch CBR Tour.



GAC



Great American Country Television-(GAC-TV) Championship Bull Riding is seen primetime every Tuesday night, 9:00PM EST, May through October. For three seasons now, the CBR on GAC has been one of the hottest shows on the GAC network.

Produced by Geronimo Production, and hosted by Jeff Medders and GAC's own Suzanne Alexander, the show not only goes through the play by play action of every bull ride at CBR events, but also takes an in depth look at the riders, bull and contractors that make every event possible.

Great American Country is the leader in country music entertainment, and delivers to viewers the widest variety of country music, its artists and the lifestyles they influence. GAC broadcasts original country music programming, music performance specials, live concerts and music videos. GAC is available in more than 59 million households.

GAC's companion website, GACTV.com, is a leading online destination for country music fans looking to get closer to the music and artists they are passionate about! The site enhances the GAC viewing experience by providing detailed show information, bonus content from our shows like photo galleries and streaming clips, album release information and interactive components like GAC's online voting for the weekly Top 20 Country Countdown. But GACTV.com also produces exciting original content like our exclusive Fan Q&A video series, unique webisodes and behind-the-scenes interviews with the stars. Country music fans visiting GACTV.com can keep up with everything happening in the world of country music in our News & Notes blog. Plus, visitors can watch the latest streaming music videos and unique acoustic performances, enter unique sweepstakes opportunities and more!

GAC is a property of Scripps Networks Interactive, one of the leading developers of lifestyle-oriented content for television and the Internet, where on-air programming is complemented with online video, social media areas and e-commerce components on companion Web sites and broadband vertical channels. The company's media portfolio includes Lifestyle Media, which is comprised of popular lifestyle television and Internet brands HGTV, Food Network, Travel Channel, DIY Network, and the Cooking Channel; and Interactive Services, with leading online search and comparison shopping services BizRate, beso and Shopzilla.

PRODUCTION TEAM



Wild Eyes specializes in the production of docu-reality, feature film and scripted television programming and has produced hours of content for outlets like the Discovery Channel, History Channel, A&E, National Geographic and MSNBC.

BULLPROOF

Bullproof is the world's first 3-D docu-reality television series, an inside look at American Bullfighters, the men who are sent into the rodeo ring to protect bull riders. A bullfighter is expected to put his body between the rider and up to 2000 pounds of pure animal menace. This is one of the most dangerous jobs on earth. In a single season, 89% of all rodeo athletes will be injured and an average of two will die, according to the medical research. Bullfighters have the highest rate of injury amongst all rodeo performers.

Bullproof follows a single season in the lives of four bullfighters on the Championship Bull Riding circuit, one of the biggest bull riding promotions in the world. Stunning 3-D imagery and immersive audio takes viewers into the arena with the bullfighters, where in four one-hour episodes, they will save lives, sustain serious injuries and try to make it out in one piece. Cameras also follow them outside the ring as they race down the back roads of rural America setting up and tearing down their show like a rowdy band of carnies.

This series has dynamic characters, real danger and real stakes to rival any show currently available in 2-D. Now, thanks to groundbreaking 3-D photography, Bullproof can tell these stories with a completely unique depth.

CBR NATIONAL PARTNERS



Evan Williams®
Bourbon



FAMILY OF COMPANIES



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