



2013

MEDIA GUIDE

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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 professionally produced live shows designed to be an adrenaline rush the whole family will enjoy. CBR is broadcast prime time, nationwide, on FOX SPORTS NETWORK (FSN) with over 26 weeks of gripping television seen by more than 14 million viewers annually. Combined with its subsidiary tour, the Horizon Series, CBR will visit over 70 venues throughout the United States reaching more than 250,000 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 today 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 250,000 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 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.”

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 250,000.

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

Continued on next page

History of the CBR

Champion JW Harris, 2007 PRCA World Champion Wes Silcox, and PRCA Rookie of the Year Chandler Bownds. 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 prime time debut on The Outdoor Channel in 2004.

In 2009, the CBR made the move to Great American Country Television (GAC) with more than 8 million viewers annually and in 2011 CBR signed the biggest television deal in their history with FOX SPORTS NETWORK (FSN). In 2012, over 14 million viewers watched CBR during prime time on Sunday nights for 26 consecutive weeks, May through November. The mad adrenaline rush fans tune into time and time again can only be inspired by the best bulls and bull riders in the world. Known as the REAL COWBOY SPORT, and 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 heroes. 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.



CBR World Championships In Cheyenne - One For The Record Books

The 2012 CBR World Championships during Cheyenne Frontier Days are behind us and yet fans are still talking about what an amazing event it was to witness. Now that the dust has settled and the final standings have been determined, there is confirmation of what we already knew. It was truly an historical event. Not only were the Championships part of the prestigious 116th annual Cheyenne Frontier Days, but the final tally of incredible rides is one for the ages.

There were a total of 44 qualified rides during the two performances and 20 of those were 90 points or better. In fact, 86.5 was the lowest score of the entire event. The great livestock providers of CBR showed up with their very best bulls, intent on providing the riders the ultimate challenge. But the riders were definitely up to that challenge and totally dominated their bovine rivals.

Eight-time World Champion, Don Gay, was an announcer for both shows and commented, "This was truly an outstanding event. I was so proud for Tuff and the CBR to be part of such a historical event like CFD and then come in and just put on a show of the caliber that they did. I was especially proud to see Wes Silcox, JW Harris and Josh Barentine come into this arena and perform like they did. It was truly a special night and I'm just happy to have been a part of it."



CBR World Championships In Cheyenne - One For The Record Books

The CBR arena, which was assembled in front of the west grandstand after the CFD afternoon performances, took nearly 40 CBR Staff and CFD volunteers to construct and they did so in less than an hour each day. That, in itself, was a truly remarkable feat.

General Chairman Rod Hottle said, "Cheyenne Frontier Days was proud to present the World Championship for CBR and the CFD fans enjoyed two days of top-notch bull riding. Also a special thanks for their support of the CFD Crisis and Scholarship Funds as part of the CBR Presentation of the Riders. This money will go a long way to help the mission of these two important CFD non-profits who support our CFD family."



2013 CBR Milestones



CBR Will Celebrate 12 Years as an Organization in 2013

CBR and Legendary Bull Riding Venues

- 35th Annual George Paul Memorial
Bull Riding in 2012
- 20th Annual Tuff Hedeman Championship
Challenge in 2012
- 117th Annual Cheyenne Frontier
Days Rodeo in 2013

CBR Hot Facts



- **40% of the Top 20 Bull Riders in 2011** competed on the CINCH CBR Tour *(source: probullstats.com 12/29/2011)*



- **Over 35% of the Top 100 Bull Riders in 2011** competed on the CBR Tour *(source: probullstats.com 12/29/2011)*

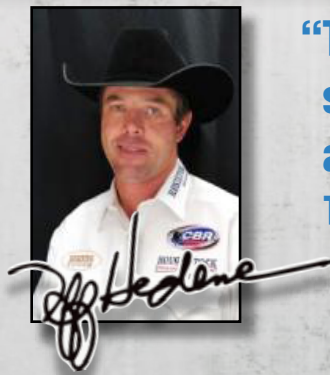
- **Since 1999** *(the origin of ProBullStats.com)* **CBR holds 10 of the Top 20 Events in History** as categorized by Bull Scores Since 1999



- **For the last four years, 13 of the Top 15 Bull Riders in the PRCA** annually have consistently ranked within the **Top 40** on the CINCH CBR Tour

CBR Hot Facts

CBR BY THE NUMBERS



“There are two things that the fans want to see at a Bull Riding... One is 8 second rides... and the other is high scores.”

Tuff Hedeman, CBR President



PBR

**PRCA
Extreme
Bulls**

	Overall Riding %	Total Re-Rides Awarded	Rides per Long Round	Avg Long Round Score	Rides per Short Round	Avg Short Round Score	Avg Bull Score Long Round	Avg Bull Score Short Round
Cinch CBR	33.75	2.97	12.5	86.7	4.82	89.13	21.45	22.16
PBR	40.58	6.13	14.8	84.98	3.98	88.79	20.95	22.08
PRCA Extreme Bulls	32.82	1.9	13.4	82.8	3.27	85.84	20.76	21.8



The following is derived from public information available at third party Probullstats.com. The three year averages here are based on the entire CBR seasons from 2009, 2010 and 2011. Comparisons are drawn identically with an equal number of random events or the entire seasons where applicable for the respective competition comparison. Additionally, numbers are based on one long round and one short round (same day) for most equal comparison possible.

The Television



- ALL broadcasts in HD

- 26 weeks primetime programming on Fox Sports Net

- 2012 CBR on FSN Weekly:



- Clearance: Over 200M HH
- Viewership: Over 250,000 HH
- Viewers (at 2+ per HH): Over 500,000

The logo for Fox Sports Net (FSN) is displayed in a large, bold, blue, sans-serif font. The letters "F", "S", and "N" are connected, with the "S" being the largest and most prominent. A small trademark symbol (TM) is located at the bottom right of the "N".

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. In 1980, he 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.

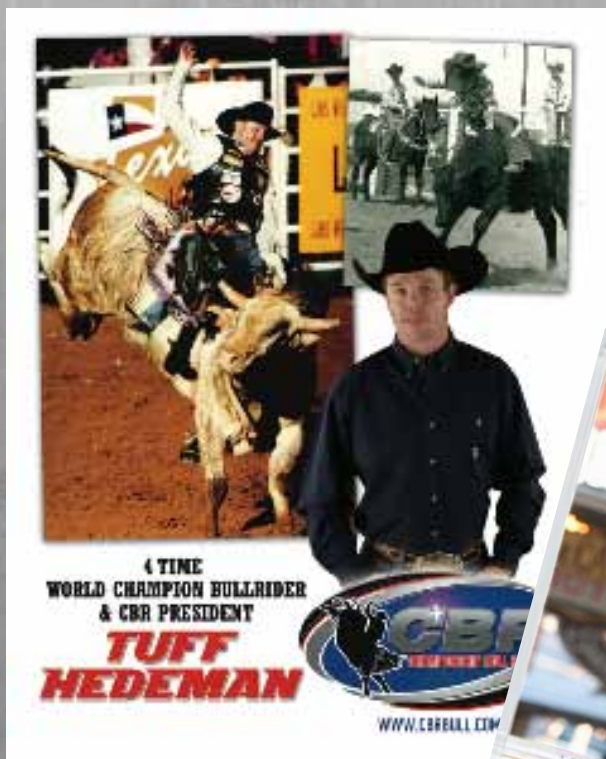
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Tuff Hedeman

“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 of around 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 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 since. That was in 2007."

Bruce's involvement with CBR would not end there. In 2008, he sold his ranches and his stock and became CEO of CBR, Inc. Under his leadership, the CBR grew from 15 events in 2009, to nearly 70 events in 2010, and over 90 in 2011 including the Cinch and Horizon Tours. And the future? As far as Wes is concerned, the options are endless.

"We exceeded all of our goals as a company and organization in 2012", stated Bruce. "As we move on to 2013, things have never looked better. We are thrilled about our new television host, FOX SPORTS NETWORK (FSN) and the endless possibilities this new relationship will bring."

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



Dan Knox



Wes Bruce



Carl Wilburn



Tuff Hedeman



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2012 CBR Bull Fighter of the Year

Brandon Loden

2012/2010 CBR Bull Fighter of the Year

Birthday: June 27, 1986

Hometown: Gilmer, TX

How long have you worked for the CBR? 4 years

Family: Wife Casey, three kids, Laken, Kaden, and Kasen.

When this scrawny young kid came on to the bull riding scene five years ago no one gave him a second look. Tall and lanky at 6'5", you would never believe that in these last three years he has earned two CBR Bull Fighter of the Year awards and is one of the most respected bull fighters in the industry. It all started when Terry Williams threw him out in the arena one day when they were in a bind for a guy to fight bulls. By the end of the day, Williams had spotted some real guts and talent in the young man from Gilmer, Texas.

"I knew that day he was gonna be good. He had the "IT" it takes to be a good bull fighter, and I told Tuff and Ray Clary that they needed to give him a go on the CBR Tour," says Williams.

In the four years he has been on the CINCH CBR Tour, Loden had literally put it all out there for the bull riders, and in return they have voiced their thanks by voting him Bull Fighter of the Year twice. He has fought through serious injuries to be in the arena because it is what he loves to do.

"I can't imagine doing anything else in the world. This is it, it is what I love to do and I wouldn't have it any other way. I doesn't matter if I'm in pain, I want to be there to help these guys out. A lot of them are my friends, and no matter what I want to always have their back," stated Loden.



2012 CBR Bull Fighter of the Year

But he is also modest in giving credit to his fellow Evan Williams Bull Fighters Matt Baldwin, Cody Hollums, and Kenny Bergeron.

“It’s not a one man show out there in the arena, you have to have a good team. Those guys make me what I am today. I share this award with them because they are my team.”

Loden has other big responsibilities, besides looking out for bull riders he works full time on the CBR production crew and is a father of 3. He would say that being a father is the most important work he does and keeps him the busiest.

“Laken, Kaden and Kasen, with those three, and work, there is no time for anything else,” laughs Loden.

Ray Clary, CBR Production Manager, and Loden’s boss, comments on the changes he has seen in him over the years, “There are definitely some real changes I have seen in Brandon. He’s matured not only as a man and father but as a bull fighter. He has developed his skill, is quicker, thinks better and also has been a leader for the new guys coming up the ranks. I don’t think there is any bull rider out there that wouldn’t want Brandon in there corner in that arena.”

We feel the same way, congratulations to Brandon Loden, 2012 CBR Bull Fighter of the Year.



CBR Evan Williams Bull Fighters



MATT BALDWIN - 2011 Bull Fighter of the Year

Birthday: February 26, 1976

Hometown: Sylvania, Alabama

What I do: 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.

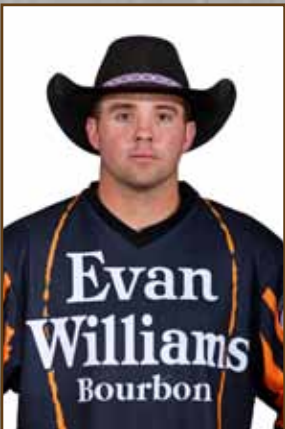
If I wasn't working for the CBR: When I'm not fighting bulls, I am working and running my construction company.

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; 9-time CBR Finals Bullfighter, 2011/2003 CBR Bullfighter of the Year, 4-time X-treme Bulls Finals Bullfighter



CODY HOLLUMS

Birthday: November 16, 1984

Hometown: Midland, TX

Traveling Partner: Whoever I can get a ride with

How long have you worked with the CBR? I'm going into my second season

What other sports do you play? I was an all-state football player for Greenwood High School. We went to state and were 15-1 my senior year.

What is your other job? I build fence

What is your greatest fear? Heights and mice

What is the strangest thing in your gear bag? Alka-Seltzer

If you weren't fighting bulls you would be: On a Swat Team

If you could hang out with anyone who would that be? Zach Galifianakis (the Hangover guy)

Before I go out into the arena I always: Pray

Cody is the new kid on the Evan Williams bull fighting team. He joined Brandon Loden and Matt Baldwin late in the 2011 season. Since then he has been proving himself in the arena as a stand-up guy and one who will take any hit for the riders. Being a bull fighter is a job with a lot of responsibility and Cody is up anything that comes his way.

CBR Barrel Man



CODY SOSEBEE

Title: Barrel man

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/bull riding 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 *pedi* 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 bull riding 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? 6 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. Nominated for Barrel Man of the Year 2011 PRCA/NFR.



2012 CBR World Champion 2012 CBR Horizon Series Champion - Josh Barentine

PERSONAL: Height: 5'5 • Weight: 130 Lbs • Riding Hand: right

DOB: 9/6/1985

HOMETOWN: Johnson Bayou, LA

YEARS RIDING: 12 years

EARNINGS: \$180,000

EDUCATION: Western Texas College, Snyder, TX

MENTOR: Don Gay and Chris Shivers

OTHER SPORTS PLAYED: Basketball

FAMILY: Kayson Barentine - 3 Years old

TRAVEL PARTNERS: Clayton Foltyn

CAREER HIGHLIGHTS:

- Junior career achievements: JBRA Double J Youth Rodeo Champion
- High School Rodeo: Johnson Bayou, LA National Rodeo Qualifier
- CBR Horizon event wins: Uvlade, TX 2012, Lebanon, MO 2012, Thibodeaux, LA 2011

WHAT WAS YOUR FIRST CBR EVENT: CBR Horizon Finals-Winnie, TX 2011

WHAT IS YOUR GREATEST FEAR: I'm fearless

WHAT IS THE STRANGEST THING IN MY RIGGING BAG: Koolaid container

FAVORITES:

Song: Rodeo, Garth Brooks

Movie: Lonesome Dove

Food: Broiled Crawfish

Boots: Rio Mercedes

Hat: American Hat Company

Bull: London Broil – Frontier Rodeo

Favorite drink: Dr Pepper and Red Bull

Road Trip: Lebanon, MO

Cinch Jean Style: Carter

If I was not riding bulls I would be:

A tennis player

When I am not riding bulls I am:

Working the ranch

If I could hang out with anyone in the world it would be: Kim Kardashian

Best Bull ride: Three 90 + rides at 2012 CBR World Championships-90.5, 91.92.5

Athlete you would change places with:

Drew Brees



2012 CBR World Champion 2012 CBR Horizon Series Champion - Josh Barentine (continued)

Highest Marked Ride: 92.5 on Lumber Jack in short round at 2012 CBR World Championships

What is the one thing you own you would not trade: My truck

Before I get on a bull, I always: Say a prayer

Hobbies: Working cows, hunting, camping, and spending time with my son

All season long, Josh Barentine was touted as one of CBR's "hot, new, young riders," but truth be told, at 27, Josh is considered neither young nor new to bull riding. He was, however, the hottest new rider on the CINCH Tour. Josh is one of a crop of riders who busted onto the CINCH CBR Tour through the Horizon Series, ten of whom made up the top fifteen cowboys in the CINCH CBR standings, not to mention all of whom were serious contenders for this year's Championship Buckle.

An accomplished and talented rider during his high school years, Josh was forced to put his riding career on hold because of unexpected personal tragedies. A humble and modest cowboy, Josh shares his story of triumph through tragedy, "When you don't have much, and you lose everything, there isn't much to brag about," Josh remarks. "But, I figure if I can come from where I did and stand where I am now, it's proof that with hard work and determination you can make anything happen, which is why I share my story."

Tragedy struck twice for the proud Louisiana native, with Hurricane Rita and Ike devastating his entire family's livelihood, and an already meager living situation turned from bad to worse. Josh soon found himself aimless and destitute.

"I didn't want to take a break from riding, but I had to do other things just to survive," remembers Josh, "My dad had my two sisters he was putting through college, so it was just me. I had to do what I could to get by."

Josh continued to flounder for the next few years, attempting to put the pieces of his life back together, until his attention came to focus on the birth of his son, Kayson.

"I knew when Kayson came I was going to have to focus and straighten myself out. I was going to be a father, and I now had to provide for my family," Josh states.

It wasn't long before Josh found his way back to riding bulls, determined to make some money. Not soon after, Don Gay, the infamous eight-time PRCA World Champion, took a liking to the young man's style.

"Don really helped me; he coached me and gave me advice, and I listened, continuing to improve," Josh recalls. "When someone like Don Gay takes an interest in you, you take it seriously."

Josh developed a momentum riding in small rodeos, and with time and the help of Don Gay and Jerry Nelson, he eventually made his way to the CBR Horizon Series where he racked up enough points to land him on the CINCH CBR Tour. It took only four 2012 "Road to Cheyenne" events, before Josh took the lead in the standings. Josh has earned the respect of all the staff and riders on the CINCH CBR Tour and has even caught the eye of Tuff Hedeman, who recently remarked, "I have never seen a bull rider try harder than this cowboy does every time he gets on a bull. He is extremely talented and has lots of try." Truly big words from a true legend.

2012 CBR World Champion 2012 CBR Horizon Series Champion - Josh Barentine (continued)

The hard work really paid off for this cowboy who experienced a fairy tale ending to his inaugural season. As Josh was getting ready to leave for the 2012 CBR World Championships at Cheyenne Frontier Days, he received word that he had enough points in the Horizon Standings to clench the Championship on that tour. Coming into Cheyenne in the second place position, Josh kept a distance from the other riders and crowd in order to avoid distraction and maintain a focus on the job that was left for him to do. On the first night of bull riding, he scored a 90.5, inching him closer to the title. He came back the second night to score a 91 in the long round, which left him on 14 points behind the leader. He then followed it up with his third ninety plus ride for the competition, 92.5 which sealed the deal for the World Championship title. An unprecedented ending to an incredible season. Josh rode eighty percent of his bulls this season more than half were 90 points or better.

Josh is quietly taking it all in, "When I look back from where I was to where I am today, it is worlds apart. I really couldn't ask for anything more....except a World Championship," he stated earlier in the year, and now he has it.

It has definitely been a journey for this young man, but we are confident that there will be many more chapters to add to his story. Right now, Josh is reveling in his two championships, and will spend some time going to rodeos until the start of the 2013 CBR season. One thing is for sure: this cowboy has the talent, heart, and determination of a world champion and it will be exciting to watch the rest of his story unfold.



2011 CBR World Champion - Clayton Foltyn

PERSONAL: 5'9; 145 lbs; right-handed

DOB: 3/21/85

HOMETOWN: El Campo, TX

YEARS RIDING: 8 years

CBR WORLD CHAMPIONSHIP QUALIFICATIONS: 5

NFR QUALIFICATIONS: 2

EARNINGS: over \$600,000

EDUCATION: Western Texas College, Snyder, TX

MENTOR: Dad - Lane Foltyn and cutting horse trainer and rodeo stock contractor - Roy Carter; Myron Duarte

OTHER JOB: Cattle and horse business; ranch cowboy

FAMILY: Married - Kala

CAREER HIGHLIGHTS:

- 2011 PRCA World Standings 11th place
- In 2010 won 6 PRCA event bull riding championships
- In 2009 Cheyenne All- Around Cowboy
- Won 2 all around titles at Texas High School Rodeo Finals
- PRCA Bull Riding 2004 Rookie of the Year

FAVORITES:

Boots: Leddy's elephant skin

Music: Rock – Bon Jovi

Food: Steak

Movie: Ski School



2011 CBR World Champion - Clayton Foltyn

At the intersection of U.S. Highway 59 and State Highway 71 sits a quiet little town that was once nothing more than a railroad switching point on New York, Texas and Mexican railways. To most, the town was known simply as Prairie Switch, but the old cowboys saw a beauty in the land that many could not. They called it the “Pearl of the Prairies” – a true rancher’s paradise. Nestled in the heart of cattle country, the camp was also frequented by cowboys from Mexico who, in 1890, changed the name to El Campo. Over the many decades, ranching has given way to industry, incorporation and technology, but if you look closely, you can still find a few cowboys working the Pearl. Bull rider, and 2011 CBR Cinch Tour world champion, Clayton Foltyn, is one of those men.

From the very beginning, Clayton had big boots to fill. His father and both of his grandfathers were professional bull riders at one time. So, for Clayton, who grew up helping his grandpa run cows and raise bucking bulls, a career atop a two ton animal did not seem so very unusual.

“My Dad taught me how to ride bulls,” Foltyn said in a 2011 interview, “and I rode in my first youth rodeo when I was seven. That was the beginning.”

At the age of 18, Foltyn began his professional bull riding career, traveling around the country to participate in numerous events. He has competed in the Houston Livestock Show and Rodeo every year since 2005, with the exception of 2008, and says he truly enjoys competing close to home surrounded by friends and family. Another undeniable perk of performing in Houston, according to Clayton: sleeping in your own bed!

As a young bull rider, Foltyn had his share of injuries, many of which required surgery and an extended recovery, but he always returned to the arena.

“I’ve had surgery on my shoulder and my hand,” he says without flinching, “and some muscle injuries that kept me out for a while.”

Although Clayton’s riding career has been consistent, the 26 year-old has seen his share of ups and downs, especially over the last year. So, how did he manage to regain his form and earn a world championship in 2011? According to Clayton, his mind has always been focused, but a physical training regimen was the secret ingredient that helped push him over the top.

“When I wasn’t traveling, I started going to the gym about five times a week,” he said. “I lost 13 pounds and really leaned up.”



2011 CBR World Champion - Clayton Foltyn

Whatever the reason, no one can deny that Clayton Foltyn is a force to be reckoned with in the bull riding world. In addition to the CBR Cinch world championship, Foltyn received a \$100,000 bonus check and the coveted Hy O Silver championship buckle for his spectacular efforts.

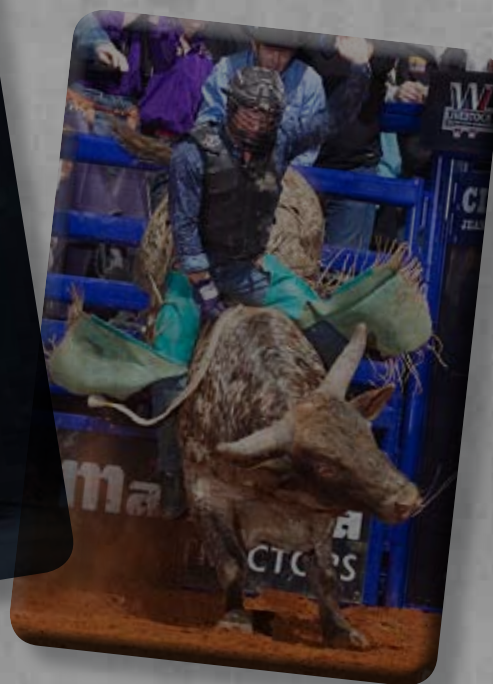
Clayton knows that he will not always be able to rely on bull riding as his source of income and so as part of his CBR Tour winnings Clayton accepted stock in Championship Bull Riding and now has a vested interest in the company thus adding businessman to the list of his recent accomplishments. Combined with his 2011 total earnings he is planning a future which includes purchasing a home for him and his new bride Kala.

Foltyn's renewed commitment, tireless work ethic, and more mature approach have not gone unnoticed in the industry. According to CBR President and former world champion Tuff Hedeman,

"Clayton has always had the ability to be a great bull rider. This past year he got his priorities straight and his riding ability kicked into a whole new gear. He worked hard and deserves what he has earned ."

For Clayton Foltyn, winning the CBR Cinch world championship was just the first step toward turning his dreams into reality. In December 2011, he competed against the top 15 PRCA bull riders in the world at the National Finals Rodeo in Las Vegas in an effort to win more world championships. He says he is "more relaxed and ready to win," but admits that he still gets a little nervous at times.

"The most important thing is makin' great rides," he says with a smile. "You just have to try your guts out every single time."



2010 CBR 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: 8 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 in 2010.

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

2009-2011 CBR Tour Finale Qualifier

2010 CBR Horizon Finals Champion

2010 CBR WORLD CHAMPION

www.lukekelley.com

www.cbrbull.com/riderprofile.lukekelley.

CBR World Champion Luke Kelly Fan Page on Facebook



2010 CBR World Champion - Luke Kelley

MORE ON 2010 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 - Married to Kelly Lacey, and yes, her name is 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 CBR 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 to know what that feels like one day.



2010 CBR 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



**2011 CBR World Champion
Clayton Foltyn**



**2006 CBR World Champion
Matt Austin**



**2010 CBR World Champion
Luke Kelley**



**2005 CBR World Champion
Matt Austin**



**2009 CBR World Champion
Hugo Pedrero**



**2004 CBR World Champion
Austin Meier**



**2008 CBR World Champion
Clayton Baethge**



**2003 CBR World Champion
Ross Johnson**



**2007 CBR World Champion
Bonner Bolton**



**2002 CBR World Champion
Mike White**

2012 CBR Neck Over Bull of the Year - 288 Bugle

Talbert Bucking Bulls' 288 Bugle claimed the greatest accolade of his stellar career at the CBR World Championships in Cheyenne when he was named Neckover Trailers Bull of the Year. The honor comes as a result of carrying riders to win more money than any other bull on tour this year and the award is a brand new Neckover Trailer.

Being named bucking bull of the year is part of the family business for Bugle. His sire, 77 Yellow Jacket, was the 1999 Professional Rodeo Cowboys Association Bucking Bull of the Year. One of Bugle's half-brothers was legendary three-time bull of the year, Little Yellow Jacket. The number of other top-notch bulls with similar breeding is astounding. For this superior line of bovine athletes, winning bull of the year buckles is the family business and 288 Bugle is the newest proprietor.

The path to winning Neckover Trailers Bull of the Year has been marked by 90-plus-point rides, finals qualifications and high-marked rides. In 2012 alone, Bugle was named Bull of the Event at three CBR Cinch Tour stops. He has more than ten rides marked 90 or more in his career and two of those were at the National Finals Rodeo, which he qualified for in 2011. CBR stock contractor, Greg Talbert of Talbert Bucking Bulls, purchased Bugle following his amazing performance at the NFR and has had the opportunity to watch his new superstar excel.

"He's been awesome. It's been a great year. He's been hauled a lot of miles and still been amazing. We've been very blessed and I'm glad we were fortunate enough to be able to purchase Bugle. We appreciate the CBR staff and crew for all they do too," Greg says.

Despite the exceptional season Bugle had, Greg remains unsure whether he will haul him for another season in 2013 or retire him to breed bull duties. Regardless of where the road takes 288 Bugle next, he'll be getting there in his new Neckover Trailer with the right to claim he was truly the best bull going in 2012.



288 Bugle

2011/2010 CBR Bull of the Year - Double Scoop

It was another tight race for 2011 CBR Bull of the Year and it came down to the last round of the CBR finals in Loveland, Colorado to determine that Dakota Magic's Double Scoop would again win the title. Bryce Cooper, Heath Scruggs and All Star Ranch have experienced much success with this bull since his debut in January 2010. After winning CBR Bull of the Year honors in 2010, Dakota Magic's Double Scoop went on to win 6 bull of the event honors in 2011. He had 12 appearances in the short round in CBR CINCH Tour events and more than half the riders achieved 90 or better scores. Chase Outlaw rode him for a 90.5 at the 2011 CBR Finals and Dakota Magic's Double Scoop has designated himself as the bull all CBR riders want to draw.

The Bull of the year award is given to the bull who the riders win the most money on. To be a contender for CBR Bull of the Year, the animal athlete must have a couple key qualities. They have to be rank 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.

Dakota Magic's Double Scoop's 2010 statistics were just as impressive as 2011. He was the most consistent bull on tour in 2010. 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 eight times for an average ride score over 91 points. All six times Dakota Magic's Double Scoop was ridden, the guys were over 90 points.



Craig Jackson on Double Scoop, El Paso 2011

Past Bull of the Year



2011/2010 - All Star Ranch, Dakota Magic's Double Scoop

Luke Kelley on Double Scoop - Lubbock 2010



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

2012 Stock Contractor of the Year



Billy Jones

Every year Championship Bull Riding honors a stock provider known for bringing great bulls and supporting the mission of CBR. That individual is named Stock Contractor of the Year and the 2012 recipient is Billy Jones from Texas.

Billy's bulls frequent the short go of many CBR Cinch Tour events. At the 35th Annual George Paul Memorial Bull Riding in 2012, his bull 78 Poker Face was the Ram Country Bounty Bull. Poker Face was unriden going into the event and kept his streak alive when the gate was opened before Luis Blanco nodded. Fortunately, Billy also had the reserve bounty bull, Jiminy Cricket. Luis Blanco rode Jiminy Cricket to win a new Dodge truck from Ram Country Dodge.

Having a pen full of potential bounty bulls is what makes a great stock contractor. With bulls like Poker Face, Jiminy Cricket, Cowboy Coffee, The Big Cat and Louisiana Purchase on his truck, it's no wonder Billy Jones has a new Stock Contractor of the Year buckle. Poker Face and Cowboy Coffee both have average marks of more than 22 points and are ranked in the top 100 bulls going down the road by ProBullStats.com. In addition to many short go appearances Billy's bulls consistently carry CBR riders to the pay window, which is what makes a good pen of bulls.

Although awards such as these are won at events, Billy stresses the work behind the scenes is what creates success. "I put my bulls first. I live and breathe these bulls. Only about five percent of the work happens at the bull riding. It's nice to be recognized for the hard work you put in all year long. All the stars lined up for us this year," Billy says.



East Bound & Down of Billy Jones

2011 Stock Contractor of the Year



Danny Reagan

As a former bull rider, Danny Reagan knows what CBR competitors want in a bucking bull. "I haul bulls that I would want to get on if I was still riding," Danny says. "That's helped me a bunch with the riders because they know they can win on anything I haul."

The high quality bucking bulls that step off Danny's truck at each CBR event is the main reason he was named 2011 CBR Dakota Magic Stock Contractor of the Year. But having a high number of elite bovine athletes doesn't come without a lot of hard work and dedication to the business of stock contracting.

Danny started buying practice bulls when he was still riding. Soon the number and caliber of his practice bulls increased and he began hauling bulls for out money. Although he had wanted to bring bulls to CBR events for quite a while, it was 2010 before Reagan Bucking Bulls became part of the CBR team.

"It took a long time to be able to get a bull in a CBR event. There were so many other guys who had good bulls too and they had enough bulls already," Danny says. In 2010, the CBR announced the Palace Station Million Dollar Bull Team Challenge and Danny jumped at the chance to become a franchise owner.

"One of the main reasons I bought a team at first was to be able to showcase my bulls in the CBR. I knew I had the right kind of bulls for the bull teams and I started winning right off the bat. I made more money doing that than I was making in out money and they saw what kind of bulls I had. Now I can pretty much go any time I want," Danny says.

Since purchasing a bull team, Danny's presence in the CBR has grown at an exponential rate. His bull team claimed the reserve championship at the bull team finals in 2010. In 2011, his bull team continued to win and place at events but Danny also had the opportunity to spearhead CBR's Ropin' Dreams Name the Bull contest.

Ropin' Dreams is a non-profit organization that is dedicating to fulfilling the dreams of children who face daily challenges due to physical injury or illness. CBR's Name the Bull Contest was able to bring a great deal of awareness to the organization. Fans of CBR had the opportunity to name Danny's bull, 64 John Doe, and become an Honorary CBR Stock Contractor for the 2012 season. Eddie Johnson of Fort Worth, TX. won the contest and renamed the bull Johnny Crash.

Continued on next page

2011 Stock Contractor of the Year

“That bull is going to be one of my main team bulls this year,” Danny says. “I’ve also got a coming four-year-old whose name is RopinDreams.com and that’s probably the best bull I own right now. He will be a team bull too but he’s probably going to be more of a short rounder every time. I think he’s going to be one of the best bulls I’ve ever owned,” Danny says.

With Johnny Crash and RopinDreams.com heading up the 2012 roster, Danny is excited for the upcoming season. “I’ve probably got the best set of bulls I’ve ever had coming up this year. I’m pretty excited about this season and how they’re going to perform. Most of them are bulls people have not seen at CBR events yet,” Danny says.

Danny says winning the 2011 Dakota Magic Stock Contractor of the Year award was a privilege and he’d like to make a run at the 2012 title as well. “I’m going to every team event and, the way things are set up, I’m not going to miss an event. The more times I show up with bulls, the better chance I have of winning it again. I put a lot of miles on my vehicles to win it. Neckover gave me a new trailer this year and that helps a bunch,” Danny says.

Making CBR events a main part of his schedule is easy to do because of the atmosphere. Danny says, “The CBR is very family-oriented. Everybody there is your friend and there are no strangers. Everybody hangs out with everybody and everybody’s equal. It’s one of the biggest and best associations out there. To be stock contractor of the year in an association like that is quite an achievement.”



2011 Stock Contractor of the Year Danny Reagan behind the chutes watching his bull - John Doe

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 Vogele, has been to the see the wizard.

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

Past Stock Contractors of the Year



2011 Danny Reagan



2007 - 2006 - 2005
Harlan Robertson



2010 Brad Vogeles



2004 Chuck Griffith



2009 Scott Burruss



2003 Terry Williams



2008 Alan Murphy

2012 CINCH CBR World Standings

	CONTESTANT	HOMETOWN
1	Josh Barentine	Johnson Bayou, LA
2	Luis Blanco	Sao Paulo, Brazil
3	Robson Arago	Arazaju, Brazil
4	Gustavo Pedrero	Jalisco, Mexico
5	Tyler Adrian	Bozeman, MT
6	Hector Cardona	Saltillo, Mexico
7	Craig Jackson	Houston, TX
8	Aaron Pass	Mesquite, TX
9	Cody Teel	Kountze, TX
10	Ardie Maier	Timber Lake, SD
11	Cooper Kanngiesser	Zenda, KS
12	Riggin Phillips	McKinney, TX
13	Trey Benton	Rock Island, TX
14	Jared Long	Ramona, OK
15	Hadley Miller	Springerville, AZ
16	Michael Earl	Pflugerville, TX
17	Tate Harris	Palestine, TX
18	Hugo Pedrero	Nuevo Leon, Mexico
19	Cole Echols	Elm Grove, LA
20	Gunar Ramsey	West Monroe, LA
21	Ryder May	Graford, TX
22	Cooper Davis	Jasper, TX
23	Cody Wood	Weatherford, TX
24	Wrangler Dunda	Odessa, TX
25	Ronny Kitchens	Hutto, TX
26	Nile LeBaron	Weatherford, TX
27	Tate Stratton	Kellyville, OK
28	Cody Dollins	Goldwaithe, TX
29	Jake Littlefield	West Point, MS
30	JW Harris	May, TX
31	Stetson Lewis	Tularosa, NM
32	Francisco Morales	Guanajuato, Mexico
33	Willis Trosclair	Thibodeaux, LA
34	Bradley Harris	Udall, KS
35	Chandler Bownds	Lubbock, TX
36	Cody Atwood	Decatur, TX
37	Clint Craig	Mena, AR
38	Kevin Ventura	Bandera, TX
39	Taylor Toves	Stephenville, TX
40	Tony Mendes	Fruita, CO



2012 CINCH CBR Tour - Road to Cheyenne



January 28, 2012
Tuff Hedeman
Championship Bull Riding
Presented by Zia Park
Hobbs, NM
Cody Teel



April 7, 2012
20th Annual Tuff Hedeman
Championship Challenge
Fort Worth, TX
Cody Teel



February 4, 2012
West Texas Showdown
Presented by 99.5 -
The Bear
Lubbock, TX
Clint Craig



April 14, 2012
South Point Tuff Hedeman
Vegas Challenge
Las Vegas, NV
Trey Benton



February 11, 2012
Casa Ford Tuff Hedeman West
Texas Showdown Presented by
Sunland Park Racetrack
and Casino
El Paso, TX
Craig Jackson



April 21, 2012
Eldorado Tuff Hedeman
Shootout
Bossier City, LA
Robson Aragao



February 25, 2012
Lufkin Bull Bash Deer
Country Challenge
Lufkin, TX
Hector Cardona



April 28 & 29, 2012
35th Annual George Paul
Memorial
Del Rio, TX
Cole Echols



March 17, 2012
Roto-Mix Dodge City
Shootout
Dodge City, KS
Tate Harris



May 5, 2012
Silverado Slam
Championship Bull Riding
Lafayette, LA
Willis Trosclair

2012 CINCH CBR Tour - Road to Cheyenne



May 12, 2012
Carls Jr Championship
Bull Riding Loveland CBR
Loveland, CO
Craig Jackson



**2012 CBR World
Champion
Josh Barentine**



July 23 & 24, 2012
CINCH CBR World
Championships at
Cheyenne Frontier Days
Cheyenne, WY
Wesley Silcox



2011 CINCH CBR World Standings

	CONTESTANT	HOMETOWN
1	Clayton Foltyn	El Campo, TX
2	Chase Outlaw	Hamburg, AR
3	Wrangler Dunda	Odessa, TX
4	Bonner Bolton	Gardendale, TX
5	Cody White	Johnson City, TX
6	Lucas Dick	Manhattan, KS
7	JW Harris	May, TX
8	Francisco Morales	Stephenville, TX
9	Luke Haught	Weatherford, TX
10	Stetson Lewis	Carlsbad, NM
11	Friday Wright	Moss Point, MS
12	Chandler Bownds	Lubbock, TX
13	Cody Atwood	Weatherford, TX
14	Ardie Maier	Timber Lake, SD
15	Stevo Keighley	Williston, FL
16	Cole Echols	Frierson, LA
17	Michael Earl	Pflugerville, TX
18	Luke Kelley	Livingston, AL
19	Ryan Shanklin	Rocksprings, TX
20	Craig Jackson	Houston, TX
21	Kenny Westrope	Hazelhurst, MS
22	Cooper Kanngiesser	Zenda, KS
23	Lane Nobles	Hillsboro, TX
24	Neil Holmes	Houston, TX
25	Chon Miranda	Ruidoso, NM
26	Aaron Pass	Dallas, TX
27	Bradley Harris	Udhall, KS
28	Lorenzo Rios	Weatherford, TX
29	John Pitts	Weatherford, TX
30	Clayton Williams	Carthage, TX
31	Jay Morrow	Wayland, IA
32	Alfonso Orozco	Stephenville, TX
33	Corey Maier	Timber Lake, SD
34	Tate Harris	Palestine, TX
35	Craig Sasse	St. Peter, IL
36	Tate Stratton	Yukon, OK
37	Cody Wood	Weatherford, TX
38	Luis Blanco	Irving, TX
39	Reid Barker	Comfort, TX
40	Ronny Kitchens	Hutto, TX

2011 CINCH CBR Tour Dates with Winners



January 29, 2011
Tuff Hedeman's
Championship Bull Riding
Hobbs, NM
JW Harris



April 2, 2011
South Point Hotel and
Casino Tuff Hedeman
Vegas Shootout
Las Vegas, NV
Bonner Bolton



February 12, 2011
CASA Ford Tuff Hedeman
West Texas Shootout
El Paso, TX
Craig Jackson



April 9, 2011
Tulsa Challenge
Tulsa, OK
Clayton Foltyn



February 26, 2011
Texas Redneck Bull Bash
Tour
Lufkin, TX
Stetson Lewis



May 7, 2011
George Paul Memorial
Del Rio, TX
JW Harris



March 5, 2011
Tuff Hedeman
Championship Challenge
Ft. Worth, TX
Cooper Kanngiesser



May 8, 2010
George Paul Memorial
Del Rio, TX
Bradley Harris



March 12, 2011
Dodge City Shootout
Dodge City, KS
Chandler Bownds



July 25, 2011
Cheyenne Frontier Days
Cheyenne, WY
Kenny Westrope

2011 CINCH CBR Tour Dates with Winners



July 26, 2011
Cheyenne Frontier Days
Cheyenne, WY
Tyler Thompson



September 1, 2011
South Dakota
Championship Bull Riding
Huron, SD
Clayton Foltyn



August 13, 2011
Mahindra West Texas
Showdown
Lubbock, TX
Clayton Foltyn



September 1, 2011
Dakota Magic
Championship Bull Riding
Hankinson, ND
Cory Maier



August 20, 2011
El Dorado Tuff Hedeman
Shootout
Bossier City, LA
Cole Echols



September 24, 2011
2011 CINCH
CBR Tour Finale
Loveland, CO
Chase Outlaw



August 31, 2011
South Dakota
Championship Bull Riding
Huron, SD
Friday Wright



**2011 World
Champion
Clayton Foltyn**



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	Jarrood Craig	Hillsboro, TX
12	Cooper Kanngiesser	Zenda, KS
13	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	JW 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
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



2010 CINCH CBR Tour Dates with 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 CINCH CBR Tour Dates with 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 CINCH CBR Tour Dates with 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



Million Dollar Bull Team



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 2012 Bull Team Season. The finals will be held at the Cheyenne Frontier Days in July 2012 an \$225,000 is the pay out at the finals.

2012 CBR Bull Team Finals Standings

- 1) Jaynes Gang/EG/ Team Bays
- 2) Rawson Bucking Bulls
- 3) Talbert Bucking Bulls
- 4) Johnson Cattle Co.
- 5) Cooper/All Star/Scruggs



2011 Palace Station CBR Bull Team Challenge Finals Standings

- 1) The Washburn Company
- 2) Pro Bull Nutrition
- 3) Shippy/Brand X/Amber Luedke
- 4) Vogele & Sanders
- 5) Cody Ohl & Circle T Ranch Arena

The Horizon Series

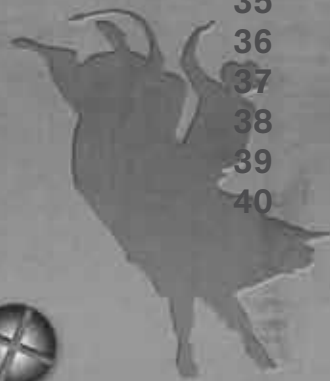


The Horizon Series was established to allow promoters and riders to compete in CBR sanctioned events at all levels. The Horizon Series allows local promoters to conduct a sanctioned CBR event under guidelines provided by CBR Administration. The top five riders on the Horizon Series Tour at the time of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



2012 Horizon Series Standings

	CONTESTANT	HOMETOWN
1	Josh Barentine	Johnson Bayou, LA
2	Luis Blanco	Sao Paulo, Brazil
3	Gustavo Pedrero	Jalisco, Mexico
4	Hector Cardona	Saltillo, Mexico
5	Robson Arago	Arazaju, Brazil
6	Ronny Kitchens	Hutto, TX
7	Hadley Miller	Springerville, AZ
8	Cody Atwood	Decatur, TX
9	Tyler Adrian	Bozeman, MT
10	Trey Benton	Rock Island, TX
11	Cooper Davis	Jasper, TX
12	Riggin Phillips	McKinney, TX
13	Jason Beck	Praireville, LA
14	Cody Teel	Kountze, TX
15	Gunar Ramsey	West Monroe, LA
16	Ryder May	Graford, TX
17	Ednei Caminhas	Sao Paulo, Brazil
18	Taylor Toves	Stephenville, TX
19	Cody Dollins	Goldwaithe, TX
20	Clayton Foltyn	El Campo, TX
21	Bradley Harris	Udall, KS
22	Michael Earl	Pflugerville, TX
23	Nile LeBaron	Weatherford, TX
24	Aaron Pass	Mesquite, TX
25	Travis Prejean	Belle Rose, LA
26	J W Harris	May, TX 698
27	Cole Mewbourne	Canton, TX
28	Cody White	Belton, TX
29	Colby Jones	Dayton, TX
30	Kevin Ventura	Bandera, TX
31	Cody Wood	Weatherford, TX
32	Tate Harris	Palestine, TX
33	Casey Huckabee	Stephenville, TX
34	Jared Long	Ramona, OK
35	Willis Trosclair	Thibodeaux, LA
36	Wrangler Dunda	Odessa, TX
37	Jeff Askey	Martins, TN
38	Joseph Vazquez	Alamogordo, NM
39	Hugo Pedrero	Nuevo Leon, Mexico
40	Cody Johnson	Kaufman, TX

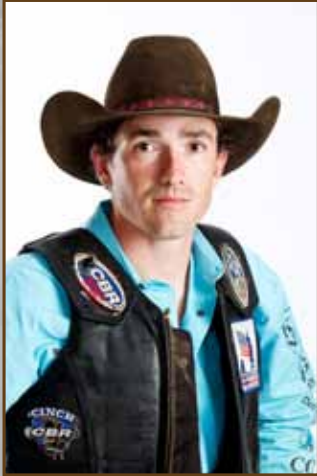


2011 Horizon Series Standings

	CONTESTANT	HOMETOWN
1	Cody White	Johnson City, TX
2	Chase Outlaw	Hamburg, AR
3	Michael Earl	Phlugerville, TX
4	Luke Haught	Weatherford, TX
5	Stevo Keighley	Williston, FL
6	Stetson Lewis	Carlsbad, NM
7	Clayton Foltyn	El Campo, TX
8	Bonner Bolton	Gardendale, TX
9	Cody Atwood	Weatherford, TX
10	Ronny Kitchens	Hutto, TX
11	Alfonso Orozco	Stephenville, TX
12	Francisco Morales	Stephenville, TX
13	Luis Blanco	Irving, TX
14	Kenny Westrope	Hazelhurst, MS
15	Ednei Camnihas	Brazil
16	Trey Benton	Rock Island, TX
17	Ryan Shanklin	Rocksprings, TX
18	Lane Nobles	Hillsboro, TX
19	Andy Smith	West Des Moines, IA
20	Nile Lebaron	Weatherford, TX
21	Aaron Pass	Dallas, TX
22	Tate Harris	Palestine, TX
23	Neil Holmes	Houston, TX
24	John Pitts	Weatherford, TX
25	Lorenzo Rios	Weatherford, TX
26	Colby Scallions	Itasca, TX
27	Chon Miranda	Ruidoso, NM
28	Pistol Robinson	Burleson, TX
29	Cooper Kanngiesser	Zenda, KS
30	Tate Stratton	Yukon, OK
31	Brant Atwood	Whitesboro, TX
32	Friday Wright	Moss Point, MS
33	Corey Maier	Timber Lake, SD
34	Chandler Bownds	Lubbock, TX
35	Reid Barker	Comfort, TX
36	Cody Rostokyj	Hillsboro, TX
37	Riggin Phillips	McKinney, TX
38	Wrangler Dunda	Odessa, TX
39	Cody Graves	George West, TX
40	Colby Jones	Dayton, TX



2011 Horizon Series Champion



Cody White

It's been said that if you pick a job you love, you'll never work a day in your life. Most people don't fantasize about landing a job that requires driving thousands of miles only to get thrown in the dirt or have your head stepped on by a 2,000-pound bull. But for Texas bull rider Cody White, there's no job he'd rather have because there's nothing he loves more than riding bulls.

"Ever since I was little I knew I wanted to ride bulls," Cody says. Many of Cody's family members were involved in rodeo and his grandfather and uncles rode bulls. Friends of the family included top riders like Bo Davis and Brent Thurman, who lost his life while competing at the 1994 National Finals Rodeo. The influence of such great riders provided Cody with great mentors and role models as his own bull riding career took off.

By the time he reached high school Cody was an accomplished rider, due in no small part to his tremendous dedication to the sport. When school let out for the day, Cody would load up his younger brother and friend Elliott Jacoby and head to the practice pen. "I probably got on 30 head of bulls every week before leaving for the weekend. After school I'd drive an hour or two and get on ten head, then drive home late and go to school the next morning," he says.

His hard work paid off and qualified for the National High School Finals Rodeo twice. While such an honor is the dream of many young rodeo athletes, Cody opted not to attend the finals. "I didn't want to drag my family up there for a week so I didn't go," he explains. Instead, Cody focused on making a living as a professional bull rider. In 2005, he chose to attend a Championship Bull Riding event. "That was about the time I was going to anything and everything that paid. The money was good and there was just something that stuck out when I went to CBR's. They're glad you're there and they want you to come back again. CBR is kind of one big family," he says.

Since beginning his CBR career, Cody has qualified for the CBR World Championships every year. It's an impressive feat, given the short career spans and occurrence of injuries in his line of work. At 29 years old, he's still hitting the road just as hard as he did when his career began.

continue on next page...

2011 Horizon Series Champion

That willingness to go the extra miles – literally – paid off in a big way this year when Cody was named 2011 CBR Horizon Series Champion. While he recognizes the accomplishment as one of his greatest to date, he humbly says, “It’s not really that I out-rode everybody; I just go a lot harder than everybody else. I ain’t scared to drive that extra three or four hours and go get more money.”

The long hours on the road mean time spent away from his wife, Tori, and son, Rody Owen. The couple recently found out they will welcome their second child in May. After the events, Cody usually heads home to be with his family, rather than staying for the after party. “I head home because my wife is there with my son. She doesn’t get to go out and party and you don’t have to party to have fun anyway,” he says.

While at home with his family, Cody also tends to his herd of bucking-bred cows and works on his ranch. “I weld a little bit, build stuff, fix fence, mess with the cows. I’m kind of a jack of all trades but I wouldn’t say I’m a professional at any of them. The cows are just kind of something I mess around with. I really mainly do the breeding and sell them when they’re calves. My son really likes to go out and feed the cows so that’s probably why I have so many of them,” he says.

The breeding operation is something Cody has a lot of future plans for, but in the meantime, he’s still focused on riding bulls. With all the expenses of getting down the road, he’s glad to have the help of great sponsors like Chris Knapp of JC Knapp Rodeo. “Chris pays all my fees and there’s no way I could be where I am today without him,” Cody says.

For 2012, Cody plans to hit the road hardly like he always does. He’ll certainly make a run at another Horizon Series Championship but he’s still chasing down the ultimate dream – the CBR Cinch Tour World Championship.

Cody says, “I’ve been in the top 15 the last three or four years. If you watch, the guys that win it always get hot right toward the end of the season. I’ve been right there within striking distance but just haven’t gotten hot at the right time. It just hasn’t been me yet but I know I ride good enough to be number one. I want to get in there and win the world.”

Texas Swing



“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

2011 Mahindra Texas Swing Standings

- 1 Lucas Dick CHAMPION
- 2 JW Harris
- 3 Cooper Kangiesser
- 4 Clayton Foltyn
- 5 Ardie Maier

2010 Mahindra Texas Swing Standing

- 1 Luke Kelley CHAMPION
- 2 Jake Littlefield
- 3 Cody White
- 4 Clint Craig
- 5 Riggins Philips

The Short Round Magazine

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 Magazine



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SUMMER	May 1	June 1
FALL	August 1	Sept 1
WINTER	November 1	December 1

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Geronimo Productions

Championship Bull Riding on FSN is produced by Geronimo Productions. Geronimo has emerged as the premier production company for cowboy sports in the country. In 2012 Geronimo will produce nearly 100 television shows on networks like FSN, 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. NFR, 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.



CBR On-Air Hosts



Jeff Medders – Executive Producer/ TV Host

Jeff Medders wears many hats for the CBR. He is the executive producer of all the nationally broadcast shows in the Cinch CBR Tour as well as one of the TV Hosts for each CBR show. He has been with the CBR since 2006 and yet, somehow, he finds the energy to continue perfect his craft by hosting rodeo and equestrian programming on ESPN as well as host and produce the Wrangler National Finals Rodeo. Other hosting duties include thoroughbred horse racing, motorcycle racing, poker and professional golf. If and when Jeff gets some time to enjoy his own personal hobbies, he raises bucking bulls with legendary blood lines like Pacific Bell, Bodacious and Playboy Skoal. Ultimately, the best time for Jeff is spent with his family. At times Jeff's son will travel with him and help with production at the CBR shoots, and when back home in Tulsa, Oklahoma, Jeff and his wife enjoy cheering on their girls during their soccer tournaments.



Butch Knowles – TV Host

Butch Knowles is a veteran rodeo commentator that joined the CBR broadcast team for the 2011 television season on Great American country (GAC). Both Knowles and Jeff Medders provide color commentary during the twenty six weeks of the CINCH CBR Tour broadcasts. Knowles brings years of television broadcast experience to CBR. For the past 23 years he has provided the color commentary for the National Finals Rodeo telecast on ESPN. Prior to his television career, Butch was a very successful saddle bronc rider with 4 NFR qualifications. He won the NFR average title in 1987. Prior to his professional career, Butch won a National High School All Around title and was collegiate All Around runner up twice.

CBR On-Air Hosts



Ali Dee - CBR Television Host

Ali Dee - Country Music Artist and Star of CMT's Hit show Texas Women has joined the CBR Team for the 2012 Season. Noted as the "First Lady of the Dallas Mavericks," Ali Dee can be seen on the court at the American Airlines Center, as the in-arena host during Mavericks games, and also on Fox Sports Southwest as the host of Mavs Insider.

Fox Sports



“FSN is the nation’s leading provider of local sports. Through its 19 owned-and-operated regional networks, FSN serves as the TV home to more than half of all MLB, NHL, and NBA teams. FSN’s nationwide roster of regional sports networks includes FOX Sports Arizona, FOX

Sports Carolinas, FOX Sports Detroit, FOX Sports Florida, FOX Sports Houston, FOX Sports Indiana, FOX Sports Kansas City, FOX Sports Midwest, FOX Sports North, FOX Sports Ohio, FOX Sports Oklahoma, FOX Sports South, FOX Sports Southwest, FOX Sports Tennessee, FOX Sports West, FOX Sports Wisconsin, PRIME Ticket, SportSouth, and Sun Sports. FSN produces more than 5,000 live local events each year, including thousands of home team games and a wide variety of locally produced sports programs. FSN also offers one of the most comprehensive portfolios of college rights in the country, with over 1,000 marquee events culled from an impressive roster of collegiate partners, including the Pac-12, Big 12, SEC, ACC, Conference USA, and others.



Wild Eyes



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.



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