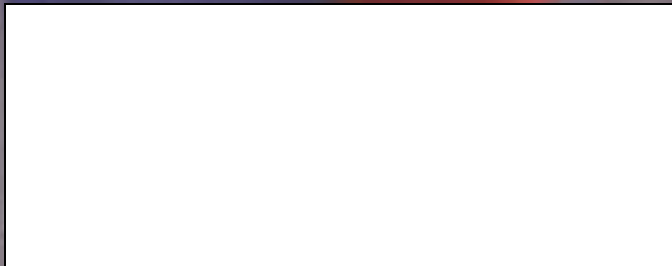


Dally Times

July 2009

The Magazine for the Times

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INDUSTRY NEWS

& interesting bits

Affiliate of Pro Equine Group Acquires RHE Hatco, Inc.

RHE Hatco, Inc. manufacturer and marketer of Resistol, Stetson, Charlie 1 Horse, Wrangler and Dobbs hats as well as Resistol Apparel, announced the acquisition of the Garland, Texas-based company by an affiliate of Pro Equine Group. The transaction closed on June 3.

RHE Hatco, Inc. formerly a subsidiary of Arena Brands, Inc., is a leading designer and producer of authentic western and dress lifestyle headwear for men and women. The Resistol-branded company was established in 1927. The Stetson history dates back to 1865.

The buyer, an affiliate of Pro Equine Group, provides a range of products to the rodeo, team roping, calf roping, cutting, reining horse, barrel racing, and ranching worlds. Their holdings include Cactus Ropes, Heel-O-Matic Training Systems, Fast Back Ropes, Pro Equine Products, and Cactus Saddlery.

Cactus Ropes and Fast Back Ropes are leading manufacturers of high quality ropes used by cowboys and cowgirls in both rodeo competition and practice arenas. These ropes are endorsed by the top PRCA (Professional Rodeo Cowboys Association) contestants traveling today's circuits.

Heel-O-Matic Training Systems is the leading manufacturer and marketer of mechanical and stationary practice units for teaching and training ropers, as well as performance horses. These mechanical robot cattle and training systems prepare today's ropers for the competition arena.

Cactus Saddlery of Greenville, Texas is the leader among western saddle makers producing quality saddles used in the team roping, calf roping, cutting, reining, barrel racing, trail riding, and ranching worlds. They also manufacture and market saddle pads, headgear and saddle blankets under the Cactus Saddlery, Resistol and Relentless brands. Additionally, they manufacture and market Cactus-branded equine leather leg protection. Cactus Saddlery also markets and distributes an exclusive line of hand engraved spurs and bits. This collection of fine sterling silver trimmed products is designed by Kerry Kelly and is 100% USA made. For further inquiries, contact HATCO at 800-288-6579.

USTRC Shoot Out Fund Update

July is the warmest month in the northern hemisphere and the second month of summer. It is the month we celebrate the birthday of this United States of America. It is a month filled with family fun and many USTRC events. It is also only three months away from the Cinch USTRC National Finals of Team Roping (NFTR). The coveted event is scheduled to take place October 24 through November 1.

With many great events left in the schedule and six of the Regional Finals left there is plenty of time to load up on National Finals Shoot Outs. Right now the National Finals Shoot Out Fund is at \$930,000. That means this years Cinch NFTR will again have huge, life-changing payouts.

The entries for the NFTR close September 25 without late fees and they close for good on October 2. For your convenience, entry forms are available online at www.ustrc.com.

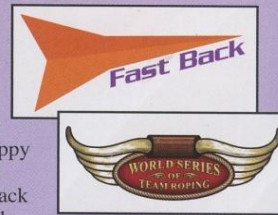


Fast Back Ropes Becomes the Official Rope of the World Series of Team Roping

Fast Back Ropes is pleased to announce that it has created a long-term partnership with the World Series of Team Roping to become the presenting sponsor and official rope of the organization through the 2013 season. "We are extremely happy to develop this partnership," says Al Benson, General Manager of Fast Back Ropes. "It is exciting how quickly the World Series has moved from unknown to become a major force in the roping world. The format of qualification ropings allows weekend ropers to run at big money."

The World Series of Team Roping in 2008 produced the largest #10 roping in history, the largest #13 in history and a payout of \$3 million dollars during its first 36 months of operation. The lucrative WSTR finals are held each December during the NFR, at the South Point Casino and Equestrian Center in Las Vegas.

"We are thrilled to have Fast Back on board as our Presenting Sponsor and Official Rope," says Denny Gentry, founder of the WSTR. "Both Fast Back and the WSTR share a common goal of providing quality products for all ropers."



Wrangler & Cactus Launch New Ropes

Wrangler - the leading western apparel brand - together with Cactus Ropes - the number one rope manufacturer in the business - today announced a partnership to launch a new line of poly-enhanced, twisted nylon ropes suitable for EVERY 3 and 4 strand enthusiast.

The new 20X (3-strand) and 20Xtreme (4-strand) will combine the traits and characteristics of many of Cactus' current lines and blend them into ropes that will enhance the feel, consistency and performance that ropers all over the world have come to trust from Cactus.

The 3-strand 20X ropes are twisted nylon with a hint of poly to give them the desired tip weight, balance and quickness desired by all 3-strand users. Ropers who often swing the Habanero, Omega, and Phoenix will find the 3-strand 20X perfectly combines the best traits of all these ropes and is twisted to the perfect diameter creating a snappy, quick rope with tons of tip weight.

Ropers who love the speed of a Whistler but like the weight of an Amigo will find the 4-strand 20Xtreme is the new rope that will let them have their cake and eat it too! With a comparable size to the Xplosion - part of Trevor Brazile's Relentless line - the lightly blended 20Xtreme head and heel ropes compliment the current 4-strand lines offered by Cactus Ropes.

The Wrangler brand is committed to designing products that answer the needs of their valued consumers, making the brand a true leader in the western industry. Cactus Ropes also prides itself in making a line of ropes that will "fit" every roper at any level. By dovetailing these two companies and combining the years of excellence, knowledge and drive, the 3-strand 20X and 4-strand 20Xtreme ropes are guaranteed to give team ropers everywhere the 20X confidence.

