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FOR IMMEDIATE RELEASE

PBR bull rider Brendon Clark to sign autographs at World Ag Expo

FRESNO, Calif. (February 7, 2011) – The Professional Bull Riders, Inc. (PBR) Australian Sensation Brendon Clark will be at the World Ag Expo on Wednesday, February 9 from 10:30 a.m.-2:30 p.m. to sign autographs and meet fans in Tulare, Calif. The autograph session will take place at the Professional Bull Riders booth located in the Beef and Livestock Pavilion.

In 2010, Clark became the first rider to win four consecutive PBR-sanctions events and finished the 2010 BFTS season with a win in Charlottesville, Va., en route to qualifying for his seventh World Finals. Clark is scheduled to compete at the Built Ford Tough Series Table Mountain Casino Invitational in Fresno, Calif. March 18-19 at Save Mart Center.

Tickets for the Table Mountain Casino Invitational in Fresno are on sale now starting at \$10, and can be purchased online at www.ticketmaster.com, in person at the Save Mart Center box office, or by calling (800) 745-3000. PBR fans new and old will get to see the world's toughest athletes during more than two hours of edge-of-your-seat thrills and spills, rock and roll music, and pyrotechnics. The event will feature the Top 40 bull riders in the world as they go head to head against the best bulls the PBR has to offer.

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About the Professional Bull Riders, Inc. (PBR)

The PBR is the world's premier bull riding organization. More than 100 million viewers annually watch over 400 hours of primetime PBR programming on VERSUS, NBC, CBS and networks around the world. The PBR has awarded over \$100 million in prize money and 20 riders have earned over \$1 million, including Justin McBride with \$5.5 million -- the most of any western-sports athlete in history. The PBR was nominated as 2010 Sports League of the Year at the *Sports Business Journal* Sports Business Awards, alongside the National Football League, National Basketball Association and Major League Baseball. Nearly two million fans attend Built Ford Tough Series and Touring Pro Division events each year. For more information on the PBR, go to www.pbr.com, or follow on Facebook at www.facebook.com/TeamPBR and <http://twitter.com/TEAMPBR>.