



HOUSTON LIVESTOCK SHOW AND RODEO™ ANNOUNCES NEW SUPER SHOOTOUT FOR 2011 – OCT. 13, 2010 – HOUSTON – FOR IMMEDIATE RELEASE – The RODEOHOUSTON™ Super Shootout: North America's Champions, is a ground-breaking new event for 2011.

"This is the biggest change in the sport of rodeo in recent history," said Skip Wagner, Houston Livestock Show and Rodeo president. "This will be the first time that a rodeo championship has featured all of the champions from the top 10 rodeos in North America. This change benefits the rodeo athletes as well as the rodeo spectators."

Scheduled for Sunday, March 20, this televised, invitation-only, one-night rodeo will feature champion athletes from the top 10 U.S. and Canadian rodeos competing in RODEOHOUSTON fan-favorite events – bareback riding, barrel racing, bull riding and saddle bronc riding. With a total purse of \$200,000, this event will be the richest one-day rodeo.

With this new event, RODEOHOUSTON's cash commitment to its contestants exceeds \$2 million for 2011.

"We always try to bring excitement to the sport of rodeo," said Joe Bruce Hancock, general manager of the Houston Livestock Show and Rodeo. "These events and the \$25,000 check to each event champion do just that."

RODEOHOUSTON will invite the top 10 contestants in each event – one in each of the four Super Shootout events from each of the top 10 North American rodeos (based primarily on total purse):

- Calgary Stampede – Calgary, Alberta, Canada
- Cheyenne Frontier Days – Cheyenne, Wyo.
- Fort Worth Stock Show & Rodeo – Fort Worth, Texas
- Greeley Stampede – Greeley, Colo.
- National Western Stock Show – Denver, Colo.
- Pendleton Round-Up – Pendleton, Ore.
- Ponoka Stampede – Ponoka, Alberta, Canada
- Reno Rodeo – Reno, Nev.
- RODEOHOUSTON – Houston
- San Antonio Stock Show & Rodeo – San Antonio

If the 2010 PRCA World Champions are not champions from the above rodeos, the World Champions will be invited to compete as well.

The 2011 RODEOHOUSTON BP Super Series will run March 1 – 19. The Super Shootout will close the 2011 Houston Livestock Show and Rodeo, Sunday, March 20.

FOX Sports Houston will broadcast two-hour live coverage of the BP Super Series Championship (Saturday, March 19) and the Super Shootout (Sunday, March 20). FoxSportsHouston.com will stream all rodeo action live from March 1 – 20. Live coverage and Internet streaming includes rodeo only, no concerts.

Leading up to the 2011 Show, FOX Sports Houston will air a 30-minute preview show, spotlighting RODEOHOUSTON and its athletes.

“We’re excited to continue our partnership with RODEOHOUSTON,” said FOX Sports Houston General Manager and General Sales Manager Steve McNair. “We look forward to offering fans live daily event streaming on FoxSportsHouston.com, and for the first time, live television coverage of the finals on FOX Sports Houston. The sport of rodeo features some of the toughest athletes around, and RODEOHOUSTON is an iconic event that our fans will enjoy watching, both through the live broadcast and Internet streaming.”

The Houston Livestock Show and Rodeo is a Section 501(c)(3) charity that benefits youth, supports education, and facilitates better agricultural practices through exhibitions and presentation. Since its beginning in 1932, the Show has committed more than \$265 million to the youth of Texas. The 2011 Show runs March 1-20. For more information, visit www.rodeohouston.com.