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# Built Ford Tough Series Event Highlights

Professional Bull Riders'  
Copenhagen Bull Riding<sup>sm</sup> Invitational

Duluth, Georgia  
December 29 – 30 – Gwinnett Center

## Event Notes

The *toughest sport on dirt* will ring in the New Year with two adrenaline charged performances of bull riding in Duluth, Ga. The Professional Bull Riders (PBR) Built Ford Tough Series presented by Wrangler (BFTS) 2008 season will kick off from The Arena at the Gwinnett Center on December 29 at 7:50 p.m. and December 30 at 2 p.m. The Copenhagen Bull Riding<sup>sm</sup> Invitational marks the first stop in the chase for the elite 2008 PBR World Championship.

Bull riding fans across the globe witnessed history throughout the 2007 BFTS season as Oklahoma's Justin McBride (Elk City) rewrote numerous records on his march to his second PBR World Championship. With McBride out for six months following his shoulder surgery in late November the door is open for somebody new to shine in 2008. Who will step up and dominate this season? Will it be Guilherme Marchi, J.B. Mauney or a newcomer? Fans won't want to miss even a second as weekly PBR events kick off from Atlanta.

Tickets to the Copenhagen Bull Riding<sup>sm</sup> Invitational are available via all Ticketmaster outlets, at the Gwinnett Center Box Office, or call 404.249.6400 to charge by phone.

VERSUS will air the event LIVE on Saturday, December 29 at 8 p.m. ET and Sunday at 9 p.m. ET. Be sure to check your local listings for additional television information.

## Bucking the Odds

### Career Event Wins

Justin McBride (Elk City, Okla.) surpassed Adriano Moraes (Cachoeira Paulista, Sao Paulo, Brazil) for career event wins during the 2007 BFTS season with **30 career wins**. PBR's only three-time World Champion, Adriano Moraes (Cachoeira Paulista, Sao Paulo, Brazil) has 28 career wins on his resume.

### Single Season Event Wins

Justin McBride (Elk City, Okla.) holds the single season event wins record with eight event titles during the 2007 BFTS season.

**2007**—Justin McBride (Sacramento, Calif.; Tampa, Fla.; New Orleans, La.; Kansas City, Mo.; Omaha, Neb.; Auburn Hills, Mich.; Dallas Texas, Greensboro, N.C.)

### Consecutive events attended

**Luke Snyder** (Raymore, Mo.) holds the record for the most consecutive events attended in a career with **202** events attended.

## Money won during regular season

**Justin McBride** (Elk City, Okla.) eclipsed the mark for the most money won in a single season during his quest for his second PBR World Championship. In 2007, McBride won **\$1,836,002.50**.

## Scored rides in a single season

**Guilherme Marchi** (Leme, SP, Brazil) and Justin McBride (Elk City, Okla.) currently split the record for the most scored rides in a single season with 57. Both men accomplished the feat during the 2007 BFTS season.

## 2007 BFTS Final Standings

<b>BFTS Place</b>	<b>Rider</b>	<b>BFTS Points</b>	<b>BFTS Total Dollars</b>
1.	<a href="#">Justin McBride</a>	14,820.25	\$1,836,002.58
2.	<a href="#">Guilherme Marchi</a>	12,751.75	\$483,838.28
3.	<a href="#">J.B. Mauney</a>	12,689.00	\$580,829.92
4.	<a href="#">Wiley Petersen</a>	10,390.25	\$426,566.88
5.	<a href="#">Robson Palermo</a>	8,183.75	\$216,555.17
6.	<a href="#">Kody Lostroh</a>	8,154.00	\$273,646.95
7.	<a href="#">Matt Bohon</a>	7,580.75	\$179,683.05
8.	<a href="#">Sean Willingham</a>	7,016.00	\$158,075.63
9.	<a href="#">Paulo Crimber</a>	6,701.50	\$111,636.38
10.	<a href="#">Brendon Clark</a>	6,675.50	\$199,552.26

## Top Ranked PBR Money Earners of all time:

1	<a href="#">Justin McBride</a>	Elk City, OK	\$4,903,327.54
2	<a href="#">Adriano Moraes</a>	Cachoeira Paulista SP, BZ	\$3,430,493.24
3	<a href="#">Chris Shivers</a>	Jonesville, LA	\$3,309,534.15
4	<a href="#">Mike Lee</a>	Decatur, TX	\$2,258,727.01
5	<a href="#">Guilherme Marchi</a>	Leme, SP, BZ	\$1,402,276.66
6	<a href="#">J. W. Hart</a>	Overbrook, OK	\$1,354,462.18
7	<a href="#">Troy Dunn</a>	Queensland, AUS	\$1,286,588.23
8	<a href="#">Mike White</a>	De Kalb, TX	\$1,272,785.94
9	<a href="#">Owen Washburn</a>	Lordsburg, NM	\$1,212,185.35
10	<a href="#">Ross Coleman</a>	Molalla, OR	\$1,181,423.66

## Riders Returning from Injury:

There are no riders returning from injury.

**The following event alternates for the Copenhagen Bull Riding<sup>sm</sup> Invitational are competing due to injuries sustained by the top 45 PBR bull riders on the BFTS tour:**

- 1.) Tyler Pankewitz (Warburg, AB, Canada) 5'9" – 140 lbs., DOB: 2/03/85, Career earnings -- \$61,226
- 2.) Zach Brown (Santa Fe, Texas) 5'8" – 155 lbs., DOB: 2/17/79, Career earnings -- \$419,903
- 3.) Nick Landreneau (Sulphur, La.) 5'6" – 150 lbs., DOB: 12/06/84, Career earnings -- \$100,154

4.) Reese Cates (Eldorado, Ark.) Career earnings -- \$40,472

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## Top 5 Rider Notes

**#1 Justin McBride** (Elk City, Okla.) – McBride experienced nothing short of a sweetheart season during the 2007 season when he claimed his second PBR World Championship. However, due to a shoulder dislocation sustained in August, he opted to have the injury repaired at the conclusion of the 2007 PBR Built Ford Tough World Finals. McBride is expected to be out of competition for six months.

**#2 Guilherme Marchi** (Leme, SP, Brazil) – For the third time in his career, Brazilian sensation, Guilherme Marchi has maintained the number two position in the world. There's nothing this cowboy would like more than to jump out ahead of the field of bull riders early in the season and claim the championship that has continued to elude him. Marchi is undeniably one of the greatest in the sport with more than \$1.4 million in career earnings, an impressive career riding percentage of 59.52%, and he shares the record for the number of scored rides during a season at 57 with McBride.

During the first round of the Copenhagen Bull Riding<sup>sm</sup> Invitational, Marchi will face Hicks/Hale/McCraken's Friday Night. The Duluth event will be the first appearance for Friday Night in BFTS competition. This match up is sure to test this young bulls' athleticism and talent.

**#3 J.B. Mauney** (Mooresville, N.C.) – Mauney may be the youngest man to hold a spot in the top five bull riders but he's certainly a force to be reckoned with. Since claiming the 2006 Daisy Rookie of the Year award, Mauney has remained one of the top ranked bull riders in the PBR. In 2007, Mauney looked to dominate the BFTS season when he claimed victory at the first two stops of the season. His momentum carried him into the top three in the world standings at the conclusion of the season. Mauney will likely continue to carry that momentum the short distance from his home to Duluth to kick off 2008.

Saturday night will mark the debut appearance for Tino Martinez's Coyote Ugly when he matches up to young gun, J.B. Mauney. The young bull will have a lot to live up to when Mauney nods his head on Saturday night.

**#4 Wiley Petersen** (Fort Hall, Idaho) – PBR veteran Wiley Petersen hit a hot streak at the best possible time during the 2007 BFTS season—the 2007 PBR Built Ford Tough World Finals. He claimed the \$225,000 event championship when he rode six of eight bulls during the two week long event in Las Vegas, Nev. Petersen has claimed \$1,102,708 in PBR career earnings and maintains a 47.94% riding percentage. If Petersen's hot streak continues into 2008, he could claim his first PBR World Championship.

When Petersen faces off against Boyd/Floyd Bull Company's Hot Pistol on Saturday in Atlanta, sparks are sure to fly. Hot Pistol is one of the top rated bulls appearing in the first round with an average bull score of 43.5 points and a 66.67% buck-off percentage. Petersen previously scored 88 points when he matched up with Hot Pistol in Reno, Nev. during the 2007 season. The hottest cowboy and one of the highest ranked bulls is sure to thrill fans at the Gwinnett Center.

**#5 Renato Nunes** (Buritama, Brazil) – Nunes stayed within the top five of the best bull riders in the world with an impressive third season on the BFTS. Nunes has earned \$269,597 in career PBR earnings in just three years of competition. As one of the greatest young Brazilian talents to hit the U.S., Nunes is sure to remain a contender for the next PBR World Championship.

Nunes will meet up with one of the hottest bulls on tour during the first round of action as well. He will face Hebert and K@Tohana.LLC's Thrillville when the action gets underway. Thrillville packs an impressive 42.85 average bull score with a 64% buck-off percentage. These two contenders have previously met in BFTS competition in Grand Rapids, Mich. in 2006 when Nunes made the eight second whistle and scored 84 points.

## *Round 1 Match-Ups to Watch in Duluth*

### **Adriano Moraes vs Herbert/Fournier Bucking Bulls' Cajun King**

The only three-time PBR World Champion, Adriano Moraes will face off against the top rated bull in the first round on Saturday night. The two have not previously met in PBR competition. The magnificent animal maintains a 44.42 average bull score with a 55.56% buck-off percentage. Meanwhile, the champ maintains a 55.26% riding percentage throughout the course of his 13 year professional career. This should be a sizzling match-up for fans in Atlanta.

### **Jason Bennett vs Diamond S/ExclusiveGenetics.com's Smash Hit**

Jason Bennett experienced one of his greatest seasons in 2007 and hopes that 2008 will be much the same. In first round competition Bennett has drawn one of the best bulls at the event in Smash Hit. The splendid animal athlete carries a 43.66 average bull score and a 76% buck-off percentage. Bennett has already experienced this animal's power when he was dusted in Albuquerque, N.M. during the 2007 season. Smash Hit unloaded Bennett in just 3.9 seconds. This match-up could leave Bennett with a mouth-full of dirt.

## *Injury Report by Dr. Tandy Freeman*

### **Injured Riders:**

Justin McBride (Elk City, Okla) underwent surgery in early December 2007 to repair a dislocated shoulder suffered during the 2007 BFTS season. McBride is expected to be out of competition for 6 months.

## *Built Ford Tough Million-Dollar Bonus*

**One Dominant Bull Rider will earn an Instant Million!** The PBR rider who, upon conclusion of the 2008 season and the Built Ford Tough World Finals, has earned the most Built Ford Tough Series points will be crowned the 2008 PBR World Champion and receive the **\$1 Million bonus**. The recipient of the lucrative bonus will be officially named on November 9, which is the final day of the 2008 Built Ford Tough World Finals in Las Vegas.

Justin McBride added \$1,000,000 to his career earnings by capturing the 2007 PBR World Champion title, and along with it, the coveted Built Ford Tough Million-Dollar Bonus.

## *Ford Truck Moment of Truth*



When the leader of the competition enters the final round - the Built Ford Tough Championship Round - and scores enough points in this round to maintain his lead and win the event title, he also wins the Ford Truck Moment of Truth Bonus. When the leader entering the final round does not ultimately win the event, the bonus increases by \$5,000. If the bonus is claimed, the purse returns to \$5,000.

The Ford Truck Moment of Truth Bonus available in Duluth, Ga. will be \$30,000 to the rider who enters the Built Ford Tough Championship round in the top spot. If the bonus is not claimed it will increase to \$35,000 at the next BFTS event in New York City.

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## Copenhagen Bull Riding<sup>sm</sup> 90-Point Club



At the end of each PBR season Copenhagen Bull Riding<sup>sm</sup>, the sponsor of the 90-Point Club, awards a **\$10,000** bonus to the rider with the most 90-point rides in the season. Additionally, they provide a \$90,000 purse to be divided among all of the season's 90-point qualifiers, paid out based upon the number of 90-point rides each rider scores during the season.

Justin McBride was the 90 Point Club winner for the 2008 season.

The Copenhagen Bull Riding<sup>sm</sup> 90 Point Stock Contractor Club Bonus will pay each participating and eligible stock contractor a \$1,000 bonus for each 90-point or higher ride made throughout the 2008 season at BFTS regular season events and the 2008 PBR World Finals on a bull owned or controlled by the stock contractor.

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## Enterprise Rent-A-Car Presents the "Enterprise Ride with the Best" Program



Enterprise Rent-A-Car is excited to announce that the Enterprise Rent-A-Car Ride With the Best promotion will continue in 2008. It's cowboy versus bull, and the \$5,000 prize goes to the winning athlete, whether he has two legs or four.

A Built Ford Tough Series event long round winner will ride in the following BFTS long round for the Enterprise Rent-A-Car Ride with the Best bonus. That rider will receive a \$5,000 cash bonus if he covers his bull. The bulls also have a chance to cash in on the \$5,000 bounty, which goes to the stock contractor if his bull launches the Enterprise Rent-A-Car Ride with the Best bull rider before the qualifying eight seconds.

As the winner of the seventh round of competition at the 2007 PBR World Finals, Wiley Petersen (Fort Hall, Idaho) is eligible at the Copenhagen Bull Riding<sup>sm</sup> Invitational for the chance to claim the Enterprise Rent-A-Car "Ride With the Best" Match-up Bonus on Saturday night. The winner of the first round of the Copenhagen Bull Riding<sup>sm</sup> Invitational will be eligible for the bonus on Sunday afternoon.

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## Ford Super Duty Challenge



Ford is proud to sponsor the 2008 Super Duty Challenge which gives the winners of each Built Ford Tough Series regular season event a chance to compete at the 2008 PBR Built Ford Tough World Finals for \$50,000 towards the purchase of a brand new 2009 Ford Super Duty Truck courtesy of Ford. The Super Duty Challenge contestant that finishes the highest in the

event aggregate during the 2008 PBR Built Ford Tough World Finals will win the award.

### ***Salem National Lease Bull of the Event***



PBR will award a **Salem National Lease Bull of the Event** bonus in the amount of One Thousand Two Hundred Fifty Dollars (\$1250) to the stock contractor who owns or controls the bull that receives the highest average score at each BFTS regular season event during the 2008 season (not including the PBR World Finals). For the purposes of this bonus, the average score for each bull will be calculated by taking the total scores for all outs during that event and dividing it by the number of outs. If a bull only has one out for an event, then that score will be considered that bull's average score.

### ***Cabela's World's Foremost Ride***



The rider that achieves the highest score at each BFTS regular season event during the 2008 BFTS regular season, excluding the PBR World Finals, receives a bonus of \$1,000 for the event. The PBR athlete, who achieves the highest marked qualifying ride during the entire 2008 season, excluding the PBR World Finals event, will receive \$25,000, while second and third place finishers will be awarded \$10,000 and \$5,000 respectively. The bull rider that achieves the highest marked ride through the course of the entire 2008 PBR Built Ford Tough World Finals will earn an additional \$10,000.

### ***Daisy Rookie of the Year Bonus***



the Year.

A bonus of \$10,000 will be awarded to the 2008 BFTS Season PBR Rookie of the year, based on total money won for the entire 2008 Season, including the 2008 PBR World Finals. For purposes of this bonus, a rider is considered a Rookie if he received his PBR membership card for the first time in the 2008 Season. Clayton Williams (Carthage, Texas) won the title of 2007 Daisy Rookie of

Daisy expanded its bonus package to include the Daisy Rookie Bull of the Year Bonus Program. Any bull will be considered a Rookie if it debuts during the 2008 BFTS season or 2008 Built Ford Tough World Finals presented by Wrangler. The highest average bull score at the 2008 Built Ford Tough World Finals (based on a minimum of two scores) will be used to determine the Daisy Rookie Bull of the Year. The stock contractor will be awarded a \$5,000 bonus.

For additional information, contact 719.242-2800 or visit [www.pbrnow.com](http://www.pbrnow.com).