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8/27/2007

Built Ford Tough Series Event Highlights

**Professional Bull Riders'
Mohegan Sun Invitational**

**Uncasville, CT
September 28-30- Mohegan Sun Casino**

Event Notes

On September 28-30th the Professional Bull Riders (PBR) will return to the Mohegan Sun Arena in Uncasville, Connecticut for the 27th event of the PBR's prestigious 2007 Built Ford Tough Series presented by Wrangler (BFTS) - the Mohegan Sun Invitational. This is the 4th consecutive season that the top 45 bull riders in the world will visit the Connecticut resort, bringing the toughest sport on dirt to the East Coast fans.

Fans in Uncasville will get to witness a part of PBR history as Luke Snyder (Raymore, Mo.) breaks the record for competing in the most consecutive events. The record is currently 197 events in a row, which was held by "Iron Man" J.W. Hart (Marietta, Okla.) and tied by Snyder in Grand Rapids, Mich. on September 21 - 22, 2007.

Additionally, the Mohegan Sun Invitational is one of the last three events of the 2007 season. With the AlphaTrade National Champion title on the line, which will be awarded to the bull rider who ends the BFTS regular season in the #1 position, along with a \$50,000 bonus, fans can expect to see some of the most intensely fierce bull riding action the PBR has to offer. 2005 PBR World Champion Justin McBride (Elk City, Okla.) leads the National Champion race by nearly 2000 points. McBride has re-written the PBR history books in 2007--setting a new record for the most BFTS event titles won in a season with eight, as well the highest season earnings with \$461,586. Just as Tiger Woods has dominated the sport of golf in 2007 with five event titles and a commanding lead in the PGA tour, and Roger Federer has monopolized men's tennis, winning 3 of 4 grand slams in 2007, McBride has overcome injuries to ride at the top of his game throughout the season with 11 top five finishes to his credit.

Don't count out 2006 PBR Daisy Rookie of the Year and current #2 man J.B. Mauney (Mooresville, NC). Mauney has three event titles in 2007 and remains within striking distance of McBride. In third position is Brazilian sensation Guilherme Marchi (Leme, SP, Brazil) who is on a hot streak during the last stretch of the season and is hungry for a PBR World Title. Three-time PBR World Champion Adriano Moraes (Sao Paulo, Brazil) is determined to win an unprecedented fourth world title, and as the defending world champion and 2006 Mohegan Sun Invitational champion, his sights are focused on making each event count.

Tickets for this event are on sale now, starting at \$15.00 and are available via Ticketmaster.com, the Mohegan Sun Arena box office or via phone at 860 886 0070. With virtually three hours of pulsating, non-stop rock and roll action offering the only available up close and personal look of the best men and bulls in the world, the Mohegan Sun Invitational is a must for bull riding fans.

The Mohegan Sun Invitational will air live on VERSUS on Saturday at 8 p.m. (ET). Round three and the championship round will air on FOX on Sunday, September 30th. Check your local listings for the time and additional details.

Bucking the Odds

Career Event Wins

Justin McBride (Elk City, Okla.) surpassed Adriano Moraes (Cachoeira Paulista, Sao Paulo, Brazil) for career event wins earlier this year. Moraes previously held the record with 28 career event wins throughout his 13 year professional career. With his eight season wins this year, McBride, in only nine years of professional competition now has **30 event wins** to his credit.

Single Season Event Wins:

Justin McBride (Elk City, Okla.) has broken the single season event wins record already this season with **eight event titles**. The record was broken on June 24, 2007 at the Dickies Invitational in Dallas, Texas with seven event wins. The latest win was added on September 15, 2007 at the U.S. Army Invitational in Greensboro, N.C.

With this win, McBride increases the record that he took away from Cody Hart (Gainesville, Texas) who set the previous record of six event wins in a single season in 1999. In 2005, McBride tied the previous record but the 2007 BFTS proved to be the season to break the record.

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

J.W. Hart (Overbrook, Okla.) and **Luke Snyder** (Raymore, Mo.) currently share the record for the most consecutive PBR events attended in a career with **197**. This weekend fans will witness PBR history when Luke Snyder will become the sole record holder when he rides at the Mohegan Sun Invitational.

Money won during regular season

This season Justin McBride (Elk City, Okla.) has also already eclipsed the season earnings record of \$289,701.82 that he set in 2005 on his way to his first PBR World Championship. With the **\$461,548** he has already earned in 2007 he has already surpassed this record by 150%. With four events left in the season and the \$225,000 available for the PBR World Finals event winner and the \$1 million bonus for the PBR World Champion could 2007 be the year for one lucky cowboy to win \$2 million?

Scored rides in a single season

Guilherme Marchi (Leme, SP, Brazil) currently holds the record for the most scored rides in a single season with 54. **Justin McBride** (Elk City, Okla.) is closing in on this record. He currently has 48 scored rides with three events and the PBR World Finals left in the 2007 season.

BFTS Stop #26 Johnsonville Brats Invitational OVERALL EVENT RESULTS: 1) Agnaldo Cardozo (Sao Jose Do Rio Preto, Sao Paulo, Brazil) 248.75 points, \$26,572.50; 2) Clayton Williams (Carthage, Texas) 177.25 points, \$18,192.50; 3) Steven Shelley (Natural Dam, Ark.) 172.25 points, \$10,015.50; 4) L.J. Jenkins (Texico, N.M.) 172 points, \$7,330.50; 5) Aaron Roy (Asquith, SK, Canada) 168.5 points, \$7,474.

Current 2007 BFTS Standings

	Rider	Points	Behind
1	Justin McBride	10,865	
2	J.B. Mauney	8,955	-1910.25
3	Guilherme Marchi	7,712	-3153
4	Sean Willingham	6,360	-4504.75
5	Paulo Crimber	5,863	-5001.5
6	Matt Bohon	5,639	-5225.5
7	Robson Palermo	5,540	-5325.25
8	Wiley Petersen	5,261	-5604
9	Adriano Moraes	5,087	-5777.5
10	Brian Canter	5,056	-5809

Top Ranked PBR Money Earners of all time:

1	Justin McBride	Elk City, OK	\$3,529,591.92
2	Adriano Moraes	Cachoeira Paulista SP, BZ	\$3,425,579.03
3	Chris Shivers	Jonesville, LA	\$3,268,366.68
4	Mike Lee	Decatur, TX	\$2,240,548.24
5	J. W. Hart	Overbrook, OK	\$1,353,277.97
6	Troy Dunn	Queensland, AUS	\$1,286,588.23
7	Mike White	De Kalb, TX	\$1,239,484.12
8	Owen Washburn	Lordsburg, NM	\$1,212,185.35
9	Ross Coleman	Molalla, OR	\$1,166,855.45
10	Guilherme Marchi	Leme, SP, BZ	\$1,148,650.22

Riders Returning from Injury:

Ednei Camihas (P. Alves, Sao Paulo, Brazil) is returning to competition after he sustained a non displaced fracture of the small bone in his right leg just below the knee at a Challenger event in Pueblo, Colo.

Paulo Crimber (Olimpia, Sao Paulo, Brazil) is returning to competition after he suffered a concussion with loss of consciousness, three broken teeth, and a complex laceration to both his lips when he was hit in the face in the Championship Round of the Greensboro event.

Beau Hill (West Glacier, Mont.) is returning to competition after he aggravated his left elbow (riding arm) injury during the Greensboro event.

J.B. Mauney (Mooresville, N.C.) is returning to competition with an aggravated right knee injury.

Greg Potter (Queensland, Australia) underwent testing this week to confirm a herniated disc in his neck. He will return to competition in Uncasville, Conn.

The following event alternates for the U.S. Army Invitational are competing due to injuries sustained by the top 45 PBR bull riders on the BFTS tour:

1.) Austin Meier (Kinta, Okla.) 5'11" – 165 lbs., DOB: 1/05/87, Career earnings -- \$212,814

2.) Valdiron de Oliveira (Aparecida de Goiania, GO, Brazil) 5'9" – 165 lbs., DOB: 6/13/79, Career earnings -- \$70,759

- 3.) Colby Yates (Ft. Worth, Texas) 5'8" – 135 lbs., DOB: 7/02/81, Career earnings -- \$148,544
 - 4.) Chad Denton (Oroville, Calif.) 5'6" – 150 lbs., DOB: 4/19/78, Career earnings -- \$340,625
 - 5.) Zack Brown (Chino Hills, Calif.) 5'8" – 155 lbs., DOB:2/17/79, Career earnings -- \$411,652
 - 6.) Dustin Elliott (Chadron, Neb.) 5'10" – 145 lbs., DOB: 4/5/81, Career earnings -- \$54,335
 - 7.) Agnaldo Cardozo (Sao Jose Do Rio preto, Sao Paulo, Brazil) 5'6" – 150 lbs., DOB: 11/2/78, Career earnings -- \$78,074
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Top 5 Rider Notes

#1 Justin McBride (Elk City, Okla.) – 2005 PBR World Champion, McBride is on pace to make 2007 his strongest season to date. He has rewritten the PBR record books with eight event wins; the previous record was set by Cody Hart (Gainesville, Texas) with six event wins in a single season in 1999 and later tied by McBride in 2005. McBride also has accumulated 10,865 points and an impressive 55.97% riding percentage. He's already eclipsed his own mark set in 2005 for the most money won in a single season with \$461,586 in season earnings. He leap-frogged over other PBR stars in Kansas City to become the highest earning cowboy of all time with \$3,529,592 since starting his career in 1999. McBride has dominated the competition this season with North Carolina young gun, J.B. Mauney being the only cowboy to stay within 2,000 points of him. At the present time, Mauney remains 1,910.25 points behind McBride, but, most importantly, McBride leads third place Guilherme Marchi (Leme, SP, Brazil) by more than 3,000 points.

Justin McBride returned to the tour in Greensboro, N.C. after he sustained a dislocated left shoulder (free arm) in the first round of competition during the Chihuahua Challenge in Chihuahua, Mexico on August 24. According to Dr. Tandy Freeman, tests are negative for a displaced fracture; however, he does have ligament damage. Despite the injury, McBride claimed his eighth event win in Greensboro, N.C. to again break his own record of single season event wins. McBride plans to wait to have surgery until after the 2007 PBR Built Ford Tough World Finals presented by Wrangler.

McBride will face off against Chad Berger/ Clay Struve's Super Bad in the first round of the Mohegan Sun Invitational. McBride has never been up against this animal in competition. Super Bad has had three cowboys attempt to ride him and only Mike Lee (Decatur, Texas) has been able to boast a successful ride. This is sure to be a match up that fans will not want to miss.

#2 J.B. Mauney (Mooresville, N.C.) – Mauney finished 2006 as the PBR's Daisy Rookie of the Year and rode the momentum straight to Manhattan where he earned the title of VERSUS Invitational event champion. He's also claimed the event titles in Worcester, Mass. and most recently in Billings, Mont. Mauney, 20, has accumulated \$435,075 in season earnings to date. Mauney's second place finish at the U.S. Smokeless Challenger Tour Championship presented by Dickies added more than \$200,000 to his pocket book and earned him the 2006 U.S. Smokeless Tobacco Company Challenger Tour Season championship title.

Mauney is returning to competition after sitting out in Grand Rapids, Mich. with a right knee injury. This weekend he will be matched up against Jeff Robinson's Thunder Rolls. Mauney and Thunder Rolls have never been matched up in competition before. This amazing animal athlete currently has a 100% buck off rate and Mauney will be trying to lower that number this weekend in the first round.

#3 Guilherme Marchi (Leme, SP, Brazil) – Brazilian sensation Guilherme Marchi has taken the United States by storm since his arrival in 2004. He's claimed the 2005 PBR Built Ford Tough World Finals event title and has been the runner-up to PBR World Champion twice. After a slow start to the 2007 BFTS season, Marchi has returned with the determination that delighted PBR fans during the race for the PBR World Championship in the past two years. Marchi has added \$229,969 to his PBR career earnings. Recently, Marchi surpassed the million dollar mark in career earnings with \$1,148,650. He has continually improved his riding percentage through the first half of the year to a current 59.46%. Marchi recently pulled off back to back wins in Reno, Nev. and Chihuahua, Mexico. This cowboy is sure to try and claim a third event win this weekend in Mohegan Sun.

Marchi will face off against Chad Berger/Larry Ryken's Blue Chip in the first round. Blue Chip has been seen seven times in his BFTS career and has been ridden six of those outs. Riders average 85 points on this athlete but Marchi will certainly be bucking for more.

#4 Sean Willingham (Summerville, Ga.) – Georgia phenomenon Sean Willingham finished the 2006 BFTS season as the fourth highest ranked cowboy and is looking to duplicate that success in 2007. After claiming the event title in Nampa, Idaho, Willingham made the biggest move of the season jumping from sixth to third in the chase for the 2007 PBR World Championship title. With a riding percentage of 47.05%, Willingham will be looking for another event championship to add to his resume at Mohegan Sun.

Willingham will face Berger Bucking Bulls' Little Bit Moody in the first round of competition. Little Bit Moody boasts an average bull score of 42.5 points and maintains a buck-off percentage of 100. Willingham will be sure to try and lower Little Bit Moody's buck off percentage this weekend with a first successful ride on this amazing animal athlete.

#5 Paulo Crimber (Olimpa, Sao Paulo, Brazil) The dancing cowboy from Brazil moved into the top five in the BFTS World Standings after an impressive fourth place finish in Greensboro. Crimber is also experiencing his best season to date. In 2004 he finished in 14th place in the PBR world standings and hopes to maintain a top five finish for the season in 2007. He is returning to competition in Uncasville after a nasty wreck that left him with a concussion with loss of consciousness, three broken teeth, and a complex laceration to both his lips when he was hit in the face in the Championship Round of the Greensboro event.

This weekend upon his return to competition, Crimber will be paired up with Chad Berger/ Craig Smith's War Wagon in the first round at Mohegan Sun. War Wagon has been seen in BFTS action only 3 times in his career. He has turffed all but one cowboy. The only cowboy to successfully ride War Wagon was Renato Nunes (Buritama, SP, Brazil) in round two in Reno, Nev. This weekend, Crimber will be looking to be the second man to successfully ride him.

Round 1 Match-Ups to Watch in Uncasville

Harve Stewart (Stephenville, Texas) on Berger Bucking Bulls' Dirty Harry

Dirty Harry has been seen in BFTS action 27 times in his professional career. Of those 27 outs only 5 cowboys have made a successful ride. Stewart drew Dirty Harry in Auburn Hills, Mich. but was bucked to the ground just short of the buzzer. This amazing animal athlete was seen in both the first round and the championship round in Grand Rapids last weekend. Both cowboys were sent flying to the dirt before the buzzer sounded. Stewart will be looking to make a successful ride this weekend in Uncasville.

Cole Taylor (Sayre, Okla.) on Berger Bucking Bulls' Flack Jacket

Flack Jacket has been ridden 7 of 16 times in the previous two years on the BFTS. In Omaha this year Taylor rode Flack Jacket for a score of 86.75 points. Last weekend, Clayton Foltyn rode this bull not only once but twice at the Johnsonville Brats Invitational in Grand Rapids, Mich. Flack Jacket will look to keep his buck-off percentage high when he appears against Taylor in the first round of the Mohegan Sun Invitational.

Adriano Moraes (Cachoeira Paulista, Sao Paulo, Brazil) on Davis/ Wilson's SAYIWON'T

Adriano Moraes is the only cowboy to have been on SAYIWON'T during a BFTS event. The last time these two saw each other in competition was in Chihuahua, Mexico when Moraes rode him for 83.5 points. Moraes will certainly want to repeat his performance at Mohegan Sun.

Luke Snyder (Raymore, Mo.) on Berger Bucking Bulls' McClintock

This weekend Snyder will be the sole record holder for the most consecutive events attended in the PBR. He will make his historic ride atop McClintock who Snyder has seen in competition before. These two were paired together earlier this year in Anaheim, Calif. Snyder rode him for 88 points in the championship round. Snyder will be sure to try and repeat the performance this weekend.

Travis Briscoe (Englewood, N.M.) on Berger/ Daniels Bucking Bulls' Red Jacket

Briscoe and Red Jacket last saw each other two years ago in competition at the 2005 World Finals. Briscoe was thrown to the dirt just moments before the buzzer, leaving him scoreless. Red Jacket has a career buck-off rate of 39% and Briscoe is sure to try and lower that this weekend. This will be a match-up that fans will not want to miss.

Injury Report by Dr. Tandy Freeman

Injured Riders:

Jason Bennett (Honeygrove, Texas) broke at least one rib in the second round of competition in Grand Rapids, Mich. He will most likely be out until the PBR World Finals.

Brian Canter (Randleman, N.C.) underwent further evaluation this week. It has been determined there is no fracture to his wrist but he will be out of competition in Grand Rapids and Mohegan Sun.

Chad Castillo (Lipan, Texas) sustained a complete tear of the medial collateral ligament in his right knee in Grand Rapids. He will be out for 2-12 weeks.

Davey Dyke (Fremont, Iowa) is out for three to four months with an elbow injury in his left (riding) arm sustained in Tacoma. Surgery was performed the week of April 9.

Ross Johnson (Alvord, Texas) is out with a right hip sprain.

Sevi Torturo (Oklahoma City, Okla.) is out after re-injuring his left elbow at the Chihuahua Challenge.

Mike White (De Kalb, Texas) sustained a sprained right wrist in Reno and is questionable to return for the Mohegan Sun event.

McKennon Wimberly (Cool, Texas) underwent surgery to repair torn ligaments and a bone fracture to his right elbow (free arm). He is out of competition until the PBR's 2007 Built Ford Tough World Finals presented by Wrangler.

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. Kasey Hayes (Liberal, Kan.) claimed the largest Ford Truck Moment of Truth bonus of 2007 when he claimed \$50,000 at the Atlanta Classic presented by Xaxby's.

The Ford Truck Moment of Truth Bonus available in Grand Rapids, Mich. will be \$10,000 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 \$20,000 at the next BFTS event in Salt Lake City, Utah.

2007 Ford Truck Moment of Truth Results

Rider	Event		Results	Bounty
Adriano Moraes	New York, NY	2007-01-06	Unsuccessful	\$20,000.00
Justin McBride	Worcester, MA	2007-01-12	Unsuccessful	\$25,000.00
J. W. Hart	Fresno, CA	2007-01-21	Unsuccessful	\$30,000.00
Mike Lee	Sacramento, CA	2007-01-22	Unsuccessful	\$35,000.00
Dustin Hall	Charlotte, NC	2007-01-26	Unsuccessful	\$40,000.00
Mike White	Tampa, FL	2007-02-02	Unsuccessful	\$45,000.00
Kasey Hayes	Atlanta, GA	2007-02-03	Successful	\$50,000.00
Sean Willingham	Anaheim, CA	2007-02-09	Unsuccessful	\$5,000.00
Brendon Clark	St. Louis, MO	2007-02-23	Unsuccessful	\$10,000.00
Wiley Petersen	New Orleans, LA	2007-03-03	Unsuccessful	\$15,000.00
Justin McBride	Kansas City, MO	2007-03-09	Successful	\$20,000.00
Justin McBride	Tacoma, WA	2007-03-17	Unsuccessful	\$5,000.00
Justin McBride	Omaha, NE	2007-03-23	Successful	\$10,000.00
Kasey Hayes	Albuquerque, NM	2007-03-30	Unsuccessful	\$5,000.00
Justin McBride	Auburn Hills, MI	2007-04-13	Successful	\$10,000.00
Beau Hill	Billings, MT	2007-04-20	Unsuccessful	\$5,000.00
Sean Willingham	Nampa, ID	2007-04-27	Successful	\$10,000.00
Ednei Caminhas	San Antonio, TX	2007-05-19	Unsuccessful	\$5,000.00
Matt Bohon	Nashville, TN	2007-06-17	Unsuccessful	\$10,000.00
Justin McBride	Dallas, TX	2007-06-24	Successful	\$15,000.00
Tyler Smith	Glendale, AZ	2007-06-29	Unsuccessful	\$5,000.00
Ross Coleman	Tulsa, OK	2007-07-20	Unsuccessful	\$10,000.00
Guilherme Marchi	Chihuahua, MX	2007-08-24	Successful	\$15,000.00
Guilherme Marchi	Reno, NV	2007-09-07	Successful	\$5,000.00
Paulo Crimber	Greensboro, NC	2007-09-14	Unsuccessful	\$5,000.00
Aaron Roy	Grand Rapids, MI	2007-09-21	Unsuccessful	\$10,000.00

U.S. Smokeless Tobacco Company 90-Point Club



At the end of each PBR season U.S. Smokeless Tobacco Company, 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 has a current lock on the year end bonus for the 2007 season with ten 90 point rides. He leads Robson Palermo (Rio Branco, Acre, Brazil) by six 90 point rides.

The U.S. Smokeless Tobacco Company 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 2007 season at BFTS regular season events and the 2007 PBR World Finals on a bull owned or controlled by the stock contractor.

Most 90 point rides since 1998		Most 90 point rides 2007 season		Contractors with most 90-point rides 2007 season	
Chris Shivers	58	Justin McBride	10	Page & Teague Bucking Bulls	6
Justin McBride	53	Robson Palermo	4	Diamond S Bucking Bulls	4
Adriano Moraes	39	Paulo Crimber	3	Flying U / Moreno Bucking Bulls	3
Ross Coleman	35	Guilherme Marchi	3	Chad Berger / Clay Struve	3
Cody Hart	33	Sean Willingham	3	Corey & Horst / The Western Group	2

2007 Season 90 Point Rides

Rider	Bull	Contractor	Event	Score
Chris Shivers	Cat Daddy	Diamond S Bucking Bulls	Tulsa, OK	93.25
Justin McBride	Chicken on a Chain	Robinson / Tedesco / Larry the Cable Guy	Auburn Hills, MI	93.00
Guilherme Marchi	Black Smoke	Page & Teague Bucking Bulls	Albuquerque, NM	92.25
Ross Coleman	North Star	Corey & Horst / The Western Group	Nampa, ID	92.00
Rocky McDonald	Sunshine	Page & Teague Bucking Bulls	New York, NY	92.00
Justin McBride	Crown of Thorns	Ty Rinaldo TZ Bucking Bulls	Nampa, ID	91.75
Wiley Petersen	Okeechobee Spots	Diamond S Bucking Bulls	Nampa, ID	91.50
Guilherme Marchi	Cooper	Chad Berger / Ryken / Rosen	Reno, NV	91.50
Paulo Crimber	Camo	Boyd / Floyd / Paradise Farms	Dallas, TX	91.25
Justin McBride	Crown of Thorns	Chad Berger / Clay Struve	Nashville, TN	91.25
Rider	Bull	Contractor	Event	Score
Sean Willingham	Stoney	Corey & Horst Rodeo Co. Inc	Tacoma, WA	91.25
Justin McBride	Dr. Proctor	Chumley / Katich / R&L	Kansas City, MO	91.00
Mike White	Big Mike	Flying U / Moreno Bucking Bulls	Reno, NV	91.00

Harve Stewart	Savage Shaker	Page & Buck	Tulsa, OK	91.00
Brian Canter	Mud Flap	Rice Ranch	Anaheim, CA	91.00
Renato Nunes	Cat Daddy	Diamond S Bucking Bulls	Kansas City, MO	90.75
Dustin Hall	Team Equine's Cow Pix	Gene Owen Bucking Bulls	Sacramento, CA	90.75
Justin McBride	Walk This Way	Bad Company Rodeo Co. Inc.	Worcester, MA	90.75
Adriano Moraes	Evil Forces	Doug Joseph Bucking Bulls	New York, NY	90.75
Luke Snyder	Evil Forces	Chad Berger / Clay Struve	Reno, NV	90.75
Rider	Bull	Contractor	Event	Score
Paulo Crimber	Here's Your Sign	Frontier / Teague Bucking Bulls	Greensboro, NC	90.75
J. B. Mauney	Cat Man Do	#10 Bucking Bulls	Tulsa, OK	90.50
Justin McBride	Cajun King	Hebert / Fournier Bucking Bulls	Tulsa, OK	90.50
Kody Lostroh	Evil Forces	Chad Berger / Clay Struvie	Omaha, NE	90.50
McKennon Wimberly	Werewolf Snuff	Flying U / Moreno Bucking Bulls	Tacoma, WA	90.50
Robson Palermo	Bad Medicine	Berger Bucking Bulls	Nampa, ID	90.50
Sean Willingham	Charmed I'm Sure	Diamond G Rodeos, Inc.	Nampa, ID	90.50
Justin McBride	All In	Naccarato Bucking Bulls	Sacramento, CA	90.50
J. W. Hart	Texas	Chad Berger / Dakota Cattle Co.	St. Louis, MO	90.50
Justin McBride	Smash Hit	Diamond S Bucking Bulls	Tampa, FL	90.25
Rider	Bull	Contractor	Event	Score
Guilherme Marchi	Crossfire Hurricane	Page & Teague Bucking Bulls	Sacramento, CA	90.25
Jared Farley	Encore	Tommy Shrader & Anchor Bull Company	New York, NY	90.25
Brendon Clark	Aces Heart Breaker	Corey & Horst / The Western Group	Tacoma, WA	90.25
Robson Palermo	Cat Man Do	Chad Berger / Ten Bucking Bulls	St. Louis, MO	90.25
Paulo Crimber	Black Smoke	Page & Teague Bucking Bulls	Kansas City, MO	90.25
Robson Palermo	Just A Dream	Frontier / Teague / Steiner	Nashville, TN	90.25
Sean Willingham	Werewolf Snuff	Flying U / Moreno Bucking Bulls	Nampa, ID	90.25
Beau Hill	Wintwister	Page & Teague Bucking Bulls	Tulsa, OK	90.25
Dustin Elliott	Palace Station Deuces Wild	Chad Berger / Low / Rosen	Reno, NV	90.25
Kody Lostroh	Wintwister	Page & Teague Bucking Bulls	Greensboro, NC	90.00
Rider	Bull	Contractor	Event	Score
Harve Stewart	Mud Flap	Gene Owen Bucking Bulls	Glendale, AZ	90.00
Tyler Smith	Re-Vamp	Chumley Cattle Company	San Antonio, TX	90.00
Renato Nunes	Far North	Corey & Horst Rodeo Co. Inc	Tacoma, WA	90.00

Robson Palermo	Cat Man Do	Chad Berger / Ten Bucking Bulls	Billings, MT	90.00
Beau Hill	Sir Patrick	Chad Berger / Ryken / Rosen	Albuquerque, NM	90.00
Kasey Hayes	Rompus	Andrews Rodeo Co. Inc.	Albuquerque, NM	90.00
Justin McBride	Scaredy Cat	Chad Berger / Ryken / Hawks	Omaha, NE	90.00
J. B. Mauney	Copperhead Slinger	Chad Berger / Ryken / Larson	Omaha, NE	90.00
Dustin Hall	Texas	Chad Berger / Dakota Cattle Co.	Omaha, NE	90.00
Justin McBride	Evil Forces	Chad Berger / Clay Struve	Charlotte, NC	90.00

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 2007, but with a twist. It's always been cowboy versus bull, but this year the \$5,000 prize goes to the winning athlete, whether he has two legs or four.

A PBR Built Ford Tough Series presented by Wrangler (BFTS) event winner will ride in the following BFTS event for the Enterprise Rent-A-Car Ride With the Best program as the last ride taking place before intermission. That rider will receive a \$5,000 cash bonus if he covers his bull in all preliminary go rounds of that event. In 2007, the reward will not only be \$5,000 to the cowboy if he rides, but 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.

Aginaldo Cardozo (Sao Jose Do Rio preto, Sao Paulo, Brazil) is eligible at the Mohegan Sun Invitational for the chance to claim the Enterprise Rent-A-Car "Ride With the Best" Match-up Bonus, and a maximum of \$15,000 for the three-day event.

Built Ford Tough Million-Dollar Bonus

One Dominant Bull Rider will earn an Instant Million! The PBR rider who, upon conclusion of the 2007 season and the Built Ford Tough World Finals, has earned the most Built Ford Tough Series points will be crowned the 2007 PBR Built Ford Tough world champion and receive the **\$1 million bonus**. The recipient of the lucrative bonus will be officially named on November 4, which is the final day of the 2007 Built Ford Tough World Finals in Las Vegas.

Adriano Moraes added \$1,000,000 to his career earnings by capturing the 2006 BFTS World title, and along with it, the coveted Built Ford Tough Million-Dollar Bonus.

Current 2007 BFTS Standings

	Rider	Points	Behind
1	Justin McBride	10,865	
2	J.B. Mauney	8,955	-1910.25
3	Guilherme Marchi	7,712	-3153
4	Sean Willingham	6,360	-4504.75
5	Paulo Crimber	5,863	-5001.5
6	Matt Bohon	5,639	-5225.5
7	Robson Palermo	5,540	-5325.25
8	Wiley Petersen	5,261	-5604
9	Adriano Moraes	5,087	-5777.5
10	Brian Canter	5,056	-5809

Ford Super Duty Challenge



Ford is proud to sponsor the 2007 Super Duty Challenge which gives the winners of each Built Ford Tough Series regular season event a chance to compete at the 2007 PBR Built Ford Tough World Finals for \$50,000 towards the purchase of a brand new 2008 Ford Super Duty Truck courtesy of Ford. The Super Duty Challenge contestant that finishes the highest in the event aggregate during the 2007 PBR Built Ford Tough World Finals will win the award.

2007 BFTS Event Winners

Place	Rider Name	Event	Winnings
1	J.B. Mauney	New York, NY	\$28,747.50
1	J.B. Mauney	Worcester, MA	\$37,079.00
1	Mike White	Fresno, CA	\$33,067.50
1	Justin McBride	Sacramento, CA	\$29,309.00
1	Silvanei Dias	Charlotte, NC	\$33,495.00
1	Justin McBride	Tampa, FL	\$30,790.00
1	Kasey Hayes	Atlanta, GA	\$82,610.00
1	Greg Potter	Anaheim, CA	\$27,330.40
1	Matt Bohon	St. Louis, MO	\$30,453.00
1	Justin McBride	New Orleans, LA	\$30,660.00
1	Justin McBride	Kansas City, MO	\$71,730.00
1	Renato Nunes	Tacoma, WA	\$27,005.40
1	Justin McBride	Omaha, NE	\$42,095.00
1	Adriano Moraes	Albuquerque, NM	\$32,520.00
1	Justin McBride	Auburn Hills, MI	\$43,442.29
1	J. B. Mauney	Billings, MT	\$28,295.00
1	Sean Willingham	Nampa, ID	\$41,988.40
1	Tyler Smith	San Antonio, TX	\$29,880.00
1	Robson Palermo	Nashville, TN	\$28,568.00
1	Justin McBride	Dallas, TX	\$45,821.00
1	Robson Palermo	Glendale, AZ	\$31,586.79

1	Adriano Moraes	Tulsa, OK	\$29,356.40
1	Guilherme Marchi	Chihuahua, MX	\$53,254.00
1	Guilherme Marchi	Reno, NV	\$51,951.00
1	Justin McBride	Greensboro, NC	\$28,100.00
1	Agnaldo Cardozo	Grand Rapids, MI	\$26,572.50

AlphaTrade National Champion Award



The AlphaTrade National Champion Award will reward the PBR's Built Ford Tough Series presented by Wrangler (BFTS) regular season champion as defined by PBR rules to be the rider with the highest BFTS point total at the end of the regular season. The National Champion will automatically earn a year-end bonus of \$50,000 with an opportunity to earn an additional \$25,000 by simply electing to attempt to ride The AlphaTrade National Champion Bounty Bull. If the National Champion successfully completes an eight second ride on the bounty bull he will be awarded an additional \$125,000. That will take the total purse available to an astonishing total of \$200,000 if he wins the National Championship and covers the bounty bull. If he accepts the challenge but bucks off the bull, he will not receive the additional \$125,000 bonus

money and will walk away with only \$75,000 along with the coveted title of the PBR's first ever AlphaTrade National Champion title. The 2007 National Champion award will be presented at this year's final BFTS event, the Rocky Boots Invitational in Columbus, Ohio on October 12 and 13.

Current 2007 AlphaTrade National Champion Standings

	Rider	Points	Behind
1	Justin McBride	10,865	
2	J.B. Mauney	8,955	-1910.25
3	Guilherme Marchi	7,712	-3153
4	Sean Willingham	6,360	-4504.75
5	Paulo Crimber	5,863	-5001.5
6	Matt Bohon	5,639	-5225.5
7	Robson Palermo	5,540	-5325.25
8	Wiley Petersen	5,261	-5604
9	Adriano Moraes	5,087	-5777.5
10	Brian Canter	5,056	-5809

Salem NationalLease Bull of the Event



PBR will award a **Salem NationalLease 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 2007 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.

Event	Bull	Contractor	Score
Grand Rapids, MI	Cooper	Chad Berger / Ryken / Rosen	46.50
Greensboro, NC	Chicken on a Chain	Robinson / Tedesco / Larry the Cable Guy	46.50
Reno, NV	Copperhead Slinger	Chad Berger / Ryken / Larson	47.00
Chihuahua, MX	Lost in Paradise	Boyd / Floyd / Paradise Farms	45.75
Tulsa, OK	Versus Blackout	Page & Buck	46.75
Glendale, AZ	Cat Daddy	Diamond S Bucking Bulls	46.00
Dallas, TX	Cochise	Klein / Tutt	46.75
Nashville, TN	Cochise	Klein / Tutt	46.50
San Antonio, TX	Chicken on a Chain	Robinson / Tedesco / Larry the Cable Guy	46.75
Nampa, ID	White Magic	Diamond G Rodeos, Inc.	47.38
Billings, MT	White Magic	Diamond G Rodeos, Inc.	47.00
Auburn Hills, MI	Chicken on a Chain	Robinson / Tedesco / Larry the Cable Guy	46.25
Albuquerque, NM	Troubadour	Julio Moreno Bucking Bulls	46.00
Omaha, NE	Buckwheat	Tino Martinez	46.00
Tacoma, WA	White Magic	Diamond G Rodeos, Inc.	46.75
Kansas City, MO	Shanghai	Diamond S Bucking Bulls	46.25
New Orleans, LA	Cochise	Klein / Tutt	45.50
St. Louis, MO	Copperhead Slinger	Chad Berger / Ryken / Larson	45.25
Anaheim, CA	Reindeer Dippin	Flying U / Moreno Bucking Bulls	46.50
Anaheim, CA	Dr. Proctor	Chumley / Katich / R&L	46.50
Atlanta, GA	Big Bucks	Frontier / Teague Bucking Bulls	46.50
Tampa, FL	Chicken on a Chain	Robinson / Tedesco	46.50
Charlotte, NC	Versus	Page & Buck	47.50
Sacramento, CA	BuckersToBucks.com	Page & Teague Bucking Bulls	45.75
Fresno, CA	Crossfire Hurricane	Page & Teague Bucking Bulls	47.00
Worcester, MA	Big Bucks	Frontier / Teague Bucking Bulls	45.63
New York, NY	Big Bucks	Frontier / Teague Bucking Bulls	45.50
New York, NY	Sunshine	Page & Teague Bucking Bulls	45.50

Cabela's World's Foremost Ride



The rider that achieves the highest score at each BFTS regular season event during the 2007 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 2007 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 2007 PBR Built Ford Tough World Finals will earn an additional \$10,000.

Chris Shivers (Jonesville, La.) is in the lead for the Cabela's World's Foremost Ride bonus of \$25,000 with his 93.35 point performance in Tulsa, Okla. earlier this season on Diamond S Bucking Bulls Cat Daddy.

Top Three Rides of 2007

Rider	Bull	Event	Score
Chris Shivers	Cat Daddy	Tulsa, OK	93.25
Justin McBride	Chicken on a Chain	Auburn Hills, MI	93.00
Guilherme Marchi	Black Smoke	Albuquerque, NM	92.25

Top ride from each event in the 2007 season

Rider	Bull	Event	Score
Rocky McDonald	Sunshine	New York, NY	92
Justin McBride	Walk This Way	Worcester, MA	90.75
J. W. Hart	3 Spot	Fresno, CA	89.75
Dustin Hall	Team Equine's Cow Pix	Sacramento, CA	90.75
Justin McBride	Evil Forces	Charlotte, NC	90
Justin McBride	Smash Hit	Tampa, FL	90.25
Kasey Hayes	White Diamond	Atlanta, GA	89
Brian Canter	Mud Flap	Anaheim, CA	91
J. W. Hart	Texas	St. Louis, MO	90.5
Justin McBride	Shane	New Orleans, LA	89
Justin McBride	Dr. Proctor	Kansas City, MO	91
Sean Willingham	Stoney	Tacoma, WA	91.25
Kody Lostroh	Evil Forces	Omaha, NE	90.5
Guilherme Marchi	Black Smoke	Albuquerque, NM	92.25
Justin McBride	Chicken on a Chain	Auburn Hills, MI	93
Robson Palermo	Cat Man Do	Billings, MT	90
Ross Coleman	North Star	Nampa, ID	92
Tyler Smith	Re-Vamp	San Antonio, TX	90
Justin McBride	Crown of Thorns	Nashville, TN	91.25
Paulo Crimber	Camo	Dallas, TX	91.25
Harve Stewart	Mud Flap	Glendale, AZ	90
Chris Shivers	Cat Daddy	Tulsa, OK	93.25
Guilherme Marchi	Red Carpet	Chihuahua, MX	89

Guilherme Marchi	Cooper	Reno, NV	91.5
Paulo Crimber	Here's Your Sign	Greensboro, NC	90.75
Clayton Williams	Scaredy Cat	Grand Rapids, MI	89.75

Daisy Rookie of the Year Bonus



A bonus of \$10,000 will be awarded to the 2007 BFTS Season PBR Rookie of the year, based on total money won for the entire 2007 Season, including the 2007 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 2007 Season. J.B. Mauney won the title of 2006 Daisy Rookie of the Year.

At present, two riders are in the race for the 2007 Daisy Rookie of the Year. Clayton Williams (Carthage, Texas) skyrocketed to the top of the standings with his Challenger Tour Championship victory giving him \$277,271 in total 2007 money to date.

Rookie	Dollars Earned	'07 BFTS Events	Home Town	Successful Rides	Outs	Ride Percent
Clayton Williams	\$295,463.44	19	Carthage, TX	20	50	40%

Daisy has recently 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 2007 BFTS season or 2007 Built Ford Tough World Finals presented by Wrangler. The highest average bull score at the 2007 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.

Bully Dog Short Go Top Qualifier Award



The Bully Dog Short Go Top Qualifier program will award \$2,500 to the bull rider with the highest cumulative score (i.e. highest in the event average) going into the Built Ford Tough Championship Round at all Built Ford Tough Series (BFTS) presented by Wrangler events.

If the Top Qualifier is not properly displaying the Bully Dog Short Go Top Qualifier Patch, the cash bonus will be rolled over to the next event and added to the standard Top Qualifier Cash Bonus available. When the Top Qualifier Cash Bonus is claimed the bonus will return to the standard amount of \$2,500.

The program will give two additional bonuses at the 2007 PBR Built Ford Tough World Finals presented by Wrangler. The bull rider with the highest qualifying cumulative score (i.e. highest in the event average) going into the Championship Round of the PBR World Finals will receive \$5,000. If the PBR World Finals Top Qualifier is not properly displaying the Top Qualifier Patch, the cash bonus will be awarded to the rider with

the highest cumulative score (i.e. highest in the event average) that is properly displaying the Top Qualifier Patch. Additionally, the bull rider who has the highest total dollars in regular season Top Qualifier program bonus money, not counting the PBR World Finals Top Qualifier Bonus, will receive the year-end bonus of \$10,000.

Event	Rider	Bonus Dollars
St. Louis, MO	Brendon Clark	\$2,500.00
New Orleans, LA	Wiley Petersen	\$2,500.00
Kansas City, MO	Justin McBride	\$2,500.00
Tacoma, WA	Justin McBride	\$2,500.00
Omaha, NE	Justin McBride	\$2,500.00
Albuquerque, NM	Kasey Hayes	\$2,500.00
Auburn Hills, MI	Justin McBride	\$2,500.00
Billings, MT	Beau Hill	\$2,500.00
Nampa, ID	Sean Willingham	\$2,500.00
Nashville, TN	Matt Bohon	\$5,000.00
Dallas, TX	Justin McBride	\$2,500.00
Glendale, AZ	Tyler Smith	\$2,500.00
Tulsa, OK	Ross Coleman	\$2,500.00
Chihuahua, MX	Guilherme Marchi	\$2,500.00
Reno, NV	Guilherme Marchi	\$2,500.00
Greensboro, NC	Paulo Crimber	\$2,500.00
Grand Rapids, MI	Aaron Roy	\$2,500.00

For additional information, contact 719.242-2800 or visit www.pbrnow.com.