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4/26/2007

Built Ford Tough Series Event Highlights

Professional Bull Riders'
Nampa Classic

Nampa, Idaho
April 27 & 28, 2007—Idaho Center

Event Notes

The Professional Bull Riders, Inc. (PBR) will return to Nampa, Idaho for the eighth consecutive year on April 27 and 28, 2007 for the Nampa Classic. The 17th stop on the elite Built Ford Tough Series presented by Wrangler (BFTS) gets underway on Friday, April 27 at 7:30 p.m. and Saturday, April 28 at 8:00 p.m., at the Idaho Center.

Tickets start at just \$16.25 and are available at the Idaho Center Box Office, online at <http://www.ictickets.com/> or charge by phone at (208) 442-3232.

Don't miss even eight seconds of the Nampa Classic on VERSUS on Saturday, April 28th and Sunday, April 29th, at 3 p.m. Eastern Time. (TV times are subject to change. For additional information, please check your local listings.)

Past Nampa Champions

2006—Wiley Petersen (Fort Hall, Idaho)
2005—Tater Porter (Kenansville, Fla.)
2004—Michael Gaffney (Corrales, N.M.)
2003—Chad Lucas (Wister, Okla.)
2002—Reuben Geleyense (Winchester, ON, Canada)
2001—Ty Murray (Stephenville, Texas)
2000—Tater Porter (Kenansville, Fla.)
1999—Curt Lyons (Ringling, Okla.)

Bucking the Odds

Career Event Wins

Adriano Moraes (Cachoeira Paulista, Sao Paulo, Brazil) has **33 career event wins** throughout his professional career of 13 years. Justin McBride (Elk City, Okla.) with only nine years of professional bull riding under his belt is inching closer to the record with 28 event titles to his credit.

Single Season Event Wins

Justin McBride (Elk City, Okla.) has tied the single season event wins record already this season with **six event titles**. One more and he'll become the new record leader.

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

2005—Justin McBride (Worcester, Mass.; Jacksonville, Fla.; St. Louis, Mo.; Reno, Nev.; Albuquerque, N.M.; Billings, Mont.)

1999—Cody Hart (Salt Lake City, Utah; Columbus, Ga.; Albuquerque, N.M.; Spokane, Wash.; Richmond, Va.; Houston, Texas)

Consecutive Event Wins

Chris Shivers (Jonesville, La.) holds the current record for consecutive event wins for his **three titles** in Cleveland, Ohio, St. Louis, Mo., and Tampa Fla., during the 2000 season.

90-point rides in a single season

Cody Hart (Gainesville, Texas) holds the record for the most 90-point rides in a single season with **16** recorded in 1999. Justin McBride (Elk City, Okla.) has earned seven 90-points rides during the 2007 season.

Consecutive events attended

J.W. Hart (Overbrook, Okla.) currently holds the record for the most consecutive PBR events in a career with **197**. **Luke Snyder** (Raymore, Mo.) is quietly approaching that mark with 186 consecutive events in his career. He's on tap to tie Hart's record at the Grand Rapids, Mich. event and break the record at the Mohegan Sun event in September.

Money won during regular season

J.B. Mauney (Mooresville, N.C.) has already surpassed the record set for the most money won in a regular season with **\$372,571.80** already claimed in 2007. Justin McBride (Elk City, Okla.) also has surpassed the record with \$341,272.31; and following closely behind are Clayton Williams (Carthage, Texas) and Kasey Hayes (Liberal, Kan.) with \$246,917.53 and \$222,117.33 in earnings, respectively. The previous record was held by McBride during the 2005 BFTS season. He earned \$289,701.82 on his way to his first PBR World Championship. The 2007 season could be a two million dollar year for one lucky cowboy!

Individual wins of a single event

Mike White (De Kalb, Texas) has claimed the Albuquerque BFTS event **three times** in his career.

Current 2007 BFTS Standings

	Rider	Points	Earnings	Behind
1	Justin McBride	7,708	\$341,272.31	
2	J.B. Mauney	7,034	\$372,570.80	-674.25
3	Brian Canter	4,458	\$122,470.50	-3249.5
4	Guilherme Marchi	4,221	\$58,411.00	-3487
5	Jason Bennett	3,919	\$39,882.12	-3788.75
6	Sean Willingham	3,913	\$40,185.00	-3795
7	Beau Hill	3,591	\$43,525.15	-4117
8	Dustin Hall	3,511	\$77,078.19	-4196.75
9	Kasey Hayes	3,494	\$222,117.33	-4213.75
10	Paulo Crimber	3,392	\$36,051.79	-4315.5

BFTS Stop #16 NILE Invitational OVERALL EVENT STANDINGS: OVERALL EVENT STANDINGS: 1) J.B. Mauney (Mooresville, N.C.) 340 points, \$28,295; 2) Brian Canter (Randleman, N.C.) 260.5 points, \$19,625; 3) Greg Potter (Queensland, AU) 259 points, \$10,281; 4) Sean Willingham (Summerville, Ga.) 257 points, \$6,845.

No riders returning from injury.

The following event alternates for the Nampa Classic are competing due to injuries sustained by the top 45 PBR bull riders on the BFTS tour:

- 1.) Craig Jackson (Houston, Texas) 5'6"--155 lbs., DOB 10/07/81, Career earnings – \$31,666
- 2.) Billy Robinson (Galax, Va.) 5'8"—145 lbs., DOB: 12/22/79, Career earnings -- \$221,487
- 3.) Rob Bell (Houston, B.C., Canada) 5'8"—155 lbs., DOB: 8/25/78, Career earnings -- \$270,683
- 4.) Harve Stewart (Stephenville, Texas) 5'9"--150 lbs., DOB: 12/28/87, Career earnings – \$38,606
- 5.) Tyler Smith (Fruita, Colo.) 5'8"--135 lbs., DOB: 4/18/87, Career earnings – \$42,384
- 6.) Ross Johnson (Alvord, Texas) 5'10"—165 lbs., DOB: 5/20/79, Career earnings -- \$370,554
- 7.) Tony Mendes (Jensen, Utah) 5'10"—160 lbs., DOB: 8/10/77, Career earnings -- \$679,391
- 8.) Josh Koschel (Loveland, Colo.) 5'8"—130 lbs., DOB: 11/22/84, Career earnings -- \$84,775
- 9.) Matt Werries (Jacksonville, Ill.) 6'0"—160 lbs., DOB: 12/19/82, Career earnings -- \$48,724

Top Ranked PBR Money Earners of all time:

Name	Home Town	Dollars Earned	
1	Justin McBride	Elk City, OK	\$3,409,278.58
2	Adriano Moraes	Cachoeira Paulista SP, BZ	\$3,305,506.59
3	Chris Shivers	Jonesville, LA	\$3,226,923.84
4	Mike Lee	Decatur, TX	\$2,196,711.14
5	J. W. Hart	Overbrook, OK	\$1,345,537.97
6	Troy Dunn	Queensland, AUS	\$1,286,588.23
7	Mike White	De Kalb, TX	\$1,223,229.12
8	Owen Washburn	Lordsburg, NM	\$1,212,185.35
9	Ross Coleman	Molalla, OR	\$1,117,294.43
10	Ty Murray	Stephenville, TX	\$1,038,240.64

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's ready to re-write PBR's record books with six event wins under his belt; he already has tied the record for most BFTS wins in a single season. The former PBR World Champ leads with 7,707.75 BFTS points and an impressive 68.6 riding percentage. He leap-frogged over other PBR stars in Kansas City to become the highest earning cowboy of all time with \$3,409,279 since starting his career in 1999. McBride will face McClintock of Berger Bucking Bulls in round one action. McClintock has a career buck off of 40% with an average ride score of 87.11.

#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 then claimed additional event titles in Worcester, Mass., and most recently in Billings, Mont. Mauney now sits a mere 674.25 points behind McBride. Twenty years young and he has accumulated \$372,570.80 in season earnings to date, setting a new record for money won in one regular BFTS season. Mauney also has maintained the highest riding percentage of anyone on tour to date at an impressive 72%, but he will be tested in round one against Bulldog Disco of Chad Berger/Clay Struve. In the previous face-

off between the two at the U.S. Smokeless Tobacco Co. Challenger Tour Finals this past February, Mauney came out on top with an incredible 81 point ride.

#3 Brian Canter (Randleman, N.C.)-- Although he's the smallest rider on tour, Brian Canter certainly maintains a mighty position. Canter covered all four bulls he attempted in Billings and rode his way to a second place finish earning \$19,625 in the process. The strong finish boosted his season earnings to \$122,470.50 and gained him his fourth top five finish of 2007. The North Carolina cowboy will face Water Works of Flying U/Moreno Bucking Bulls in round one. With only three outs in 2007, Water Works maintains a 100 buck off percentage and an average bull score of 41.6.

#4 Guilherme Marchi (Leme, SP, Brazil) – Guilherme Marchi continues to ride with consistency and determination which have earned him a slot among the elite five in the BFTS standings. Marchi has finished in the top 10 six times and in the top 5 three times this season, which has added \$58,411 to his PBR career earnings. Marchi will try to improve his 55.1 riding percentage in Nampa when he faces Rajun Cajun of Flying U/Moreno Bucking Bulls in round one. With only two outs in 2007, Rajun Cajun has a 100 buck off percentage with an average buck off time of 2.9 seconds.

#5 Jason Bennett (Honeygrove, Texas) – PBR veteran Jason Bennett may be the sleeper in the top five but he's steadily maintained his top five status through the first half of the season. He credits being healthy to the success he's had in 2007. The former PBR Rookie of the Year has earned \$39,882 to date and has chalked up eight top 10 finishes this season. Bennett will face Chumley Cattle Company's Little O in round one action. This is a rematch for the pair but Bennett hopes to put his buck off in Tacoma behind him. Still, with Little O's impressive 100 buck off percentage and average bull score of 42.8, Bennett will have his work cut out for him

Other Round One Match-Ups in Nampa

Other round 1 match-ups to watch:

Travis Briscoe (Edgewood, N.M.) on Berger Bucking Bulls' Johnny Ringo

Briscoe had no problem covering Johnny Ringo last weekend in Billings, Mont., for a score of 86 points. Quite the feat, considering the bull's average score of 43.19. This weekend, he will take a second shot at Johnny Ringo during round one of the Nampa Classic, in hopes to improve his current riding percentage (37.84).

Wiley Petersen (Fort Hall, Idaho) on Flying U/Rosser Rodeo's Mr. Bond

Mr. Bond had a successful weekend in Tacoma, Wash., sending two riders airborne and scrambling through the dirt for safety. This weekend, Mr. Bond (66 % career buck off) will look to do the same to the 2006 Nampa Classic event winner Wiley Petersen in the presence of his [Petersen's] home state of Idaho.

Matt Bohon (Cole Camp, Mo.) on Chad Berger/Clay Struve's Whammo

Whammo made his 2007 BFTS debut last weekend in Billings, Mont., by bucking off both riders during The NILE Invitational. This weekend, Missouri cowboy Matt Bohon must make an attempt to be the first PBR rider to cover Whammo, while continuing to maintain his average riding score of 86.5.

Paulo Crimber (Olimpia, Sao Paulo, Brazil) on Corey & Horst Rodeo Co. Inc's Poison Oak

A veteran bull of the BFTS, Poison Oak has made seven appearances on the 2007 Built Ford Tough Series and another two on the PBR Enterprise Rent-A-Car series. Paulo Crimber has the challenge of covering this bull that has bucked all but two of his riders this season, earning Poison Oak a remarkable 80% buck off rate. Crimber looks to increase his riding percentage of 53.49% by covering this exceptional animal in round one of competition this weekend.

Injury Report by Dr. Tandy Freeman

Injured Riders:

As of April 26, 2007:

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.

Jared Farley (Kempsey, Australia) is out for four to six months with a left shoulder dislocation requiring surgery. Injury was sustained in New York City during the VERSUS Invitational.

J.W. Hart (Overbrook, Okla.) is out with an injured back following the NILE Invitational in Billings.

J.B. Mauney (Mooresville, N.C.) is competing with a sprained knee and a separated shoulder.

Rocky McDonald (Col. Juarez, Mexico) is out with a partial thumb amputation on his riding hand.

Austin Meier (Kinta, Okla.) is out for four to six months after tearing his ACL and MCL in his right knee following the U.S. Smokeless Tobacco Co. Challenger Tour Finals presented by Dickies. Meier successfully underwent surgery the week of March 12.

Cory Melton (Keithville, La.) is competing with a sprained left knee (MCL), an injury sustained at the NILE Invitational in Billings.

Allan Moraes (Cachoeira Paulista, SP, BZ) is out for the year in order to undergo surgery and rehabilitation of both knees for torn ligaments following the VERSUS Invitational in New York City.

Michael Riggs (Claxton, Ga.) is out for three months with a right elbow (riding arm) injury sustained in Worcester, which required surgery.

Steven Shelly (Natural Dam, Ark.) is competing with a sprained ankle sustained in Auburn Hills.

Chris Shivers (Jonesville, La.) – Aggravated left leg that had been recovering since November when he suffered a broken ankle, a broken fibula and a broken tibia at the PBR's Cheeseburger Island Style Hawaii All Star Challenge presented by Amp'd Mobile.

Cole Taylor (Sayre, Okla.) is out with a torn posterior cruciate ligament in his right knee sustained in Albuquerque.

Sevi Torturo (Oklahoma City, Okla.) is out for three to four months with an elbow injury for which he underwent surgery following the Enterprise Rent-A-Car Classic in St. Louis.

Mike White (De Kalb, Texas) is out after sustaining a possible left broke rib and sprained right shoulder (riding arm) in Billings at the NILE Invitational.

Cody Whitney (Asher, Okla.) is out for three to five months with a broken bone in his left wrist (riding hand) following the Enterprise Rent-A-Car Classic in St. Louis.

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 Zaxby's.

The Ford Truck Moment of Truth Bonus available in Nampa, Idaho 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 \$15,000 at the next BFTS event in San Antonio, Texas.

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

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. Chris Shivers' career total leads the other 90-point qualifiers by a fairly wide margin. Shivers earned the 2006 90-point club bonus as well.

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	57	Justin McBride	7	Page & Teague Bucking Bulls	4
Justin McBride	50	Dustin Hall	2	Diamond S Bucking Bulls	2
Adriano Moraes	39	Guilherme Marchi	2	Chad Berger / Ten Bucking	2

Ross Coleman	34	Renato Nunes	2	Bulls	
Cody Hart	33	Robson Palermo	2	Chad Berger / Dakota Cattle Co.	2
				Corey & Horst Rodeo Co. Inc	2

2007 Season 90 Point Rides

Rider	Bull	Contractor	Event	Score
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
Rocky McDonald	Sunshine	Page & Teague Bucking Bulls	New York, NY	92.00
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
Brian Canter	Mud Flap	Rice Ranch	Anaheim, CA	91.00
Renato Nunes	Cat Daddy	Diamond S Bucking Bulls	Kansas City, MO	90.75
Adriano Moraes	Evil Forces	Doug Joseph Bucking Bulls	New York, NY	90.75
Justin McBride	Walk This Way	Bad Company Rodeo Co. Inc.	Worcester, MA	90.75
Dustin Hall	Team Equine's Cow Pix	Gene Owen Bucking Bulls	Sacramento, CA	90.75
J. W. Hart	Texas	Chad Berger / Dakota Cattle Co.	St. Louis, MO	90.50
Justin McBride	All In	Naccarato Bucking Bulls	Sacramento, CA	90.50
McKennon Wimberly	Werewolf Snuff	Flying U / Moreno Bucking Bulls	Tacoma, WA	90.50
Kody Lostroh	Evil Forces	Chad Berger / Clay Struvie	Omaha, NE	90.50
Brendon Clark	Aces Heart Breaker	Corey & Horst / The Western Group	Tacoma, WA	90.25
Paulo Crimber	Black Smoke	Page & Teague Bucking Bulls	Kansas City, MO	90.25
Justin McBride	Smash Hit	Diamond S Bucking Bulls	Tampa, FL	90.25
Robson Palermo	Cat Man Do	Chad Berger / Ten Bucking Bulls	St. Louis, MO	90.25
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
Justin McBride	Evil Forces	Chad Berger / Clay Struve	Charlotte, NC	90.00
Robson Palermo	Cat Man Do	Chad Berger / Ten Bucking Bulls	Billings, MT	90.00
Renato Nunes	Far North	Corey & Horst Rodeo Co. Inc	Tacoma, WA	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

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 (BFTS) presented by Wrangler 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.

J.B. Mauney (Mooresville, N.C.) is eligible at the Nampa Classic for the chance to claim the Enterprise Rent-A-Car "Ride With the Best" Match-up Bonus, and a maximum of \$10,000 for the two-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 of 2007, which is the final day of the 2007 Built Ford Tough World Finals in Las Vegas.

Adriano Moraes became an instant millionaire by capturing the 2006 BFTS World title, and along with it, the coveted Built Ford Tough Million-Dollar Bonus.

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 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

Rider Name	Event	Winnings
J.B. Mauney	New York, NY	\$28,747.50
J.B. Mauney	Worcester, MA	\$37,079.00
Mike White	Fresno, CA	\$33,067.50
Justin McBride	Sacramento, CA	\$29,309.00
Silvanei Dias	Charlotte, NC	\$33,495.00
Justin McBride	Tampa, FL	\$30,790.00
Kasey Hayes	Atlanta, GA	\$82,610.00
Greg Potter	Anaheim, CA	\$27,330.40
Matt Bohon	St. Louis, MO	\$30,453.00
Justin McBride	New Orleans, LA	\$30,660.00
Justin McBride	Kansas City, MO	\$71,808.00
Renato Nunes	Tacoma, WA	\$27,005.40
Justin McBride	Omaha, NE	\$42,095.00
Adriano Moraes	Albuquerque, NM	\$32,520.00
Justin McBride	Auburn Hills, MI	\$43,442.29
J. B. Mauney	Billings, MT	\$28,295.00

AlphaTrade National Champion Award



The AlphaTrade National Champion Award will reward the PBR's Built Ford Tough Series (BFTS) presented by Wrangler 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 (8) 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 13 and 14.

Current 2007 AlphaTrade National Champion Standings

	Rider	Points	Behind
1	Justin McBride	7,708	
2	J.B. Mauney	7,034	-674.25
3	Brian Canter	4,458	-3249.5
4	Guilherme Marchi	4,221	-3487
5	Jason Bennett	3,919	-3788.75
6	Sean Willingham	3,913	-3795
7	Beau Hill	3,591	-4117
8	Dustin Hall	3,511	-4196.75

9	Kasey Hayes	3,494	-4213.75
10	Paulo Crimber	3,392	-4315.5

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.

Salem NationalLease Bull of the Event 2007 Season

Event	Bull	Contractor	Score
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.

Justin McBride (Elk City, Okla.) is in the lead for the Cabela's World's Foremost Ride bonus of \$25,000 with his 93 point performance in Auburn Hills earlier this season on Robinson/Tedesco/Larry the Cable Guy's Chicken On A Chain.

Top Three Rides of 2007

Rider	Bull	Event	Score
Justin McBride	Chicken on a Chain	Auburn Hills, MI	93.00
Guilherme Marchi	Black Smoke	Albuquerque, NM	92.25
Rocky McDonald	Sunshine	New York, NY	92.00

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

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 \$246,918 in total 2007 money to date. Davey Dyke (Fremont, Iowa) is also in the running for the title with \$24,115.

Rookie	Dollars Earned	'07 BFTS Events	Home Town	Successful Rides	Outs	Ride Percent
Clayton Williams	\$246,917.53	9	Carthage, TX	12	25	48%

Davey Dyke	\$24,115.48	3	Fremont, IA	0	8	0%
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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

For additional information, contact 719.471.3008 or visit www.pbrnow.com.