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5/18/2007

Built Ford Tough Series Event Highlights

Professional Bull Riders'
Ford Country Classic

San Antonio, Texas
May 19, 2007 -- Alamodome

Event Notes

The Professional Bull Riders, Inc. (PBR) will buck into south Texas on May 19 with the Ford Country Classic, the 18th stop on the PBR's elite Built Ford Tough Series presented by Wrangler (BFTS). The action gets underway at 6:50 p.m. from the Alamodome.

Tickets start at just \$21 for adults and \$11 for kids and guarantee you more than two hours of bull riding action including rock & roll music, pyrotechnics and an up close and personal view of the *toughest sport on dirt!* Tickets are available at the Alamodome Box Office, online at www.ticketmaster.com or charge by phone at 210-224-9600.

The Ford Country Classic will air LIVE from San Antonio, Texas on VERSUS on Saturday, May 19 at 8 p.m. ET. Please visit <http://www.pbrnow.com/> for an updated TV schedule or check your local listings for additional details.

Bucking the Odds

Career Event Wins

Adriano Moraes (Cachoeira Paulista, Sao Paulo, Brazil) has **33 career event wins** throughout his 13 year professional career. Justin McBride (Elk City, Okla.) with only nine years of professional bull riding under his belt is inching nearer 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 sole-holder of the title.

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 90-points or more on 8 rides during the 2007 season.

Consecutive events attended

J.W. Hart (Overbrook, Okla.) currently holds the record for the most consecutive PBR events attended in a career with **197**. **Luke Snyder** (Raymore, Mo.) is quickly approaching that mark with 188 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 **\$390,328.57** already claimed in 2007. Justin McBride (Elk City, Okla.) has also already eclipsed the record with \$352,719.25 with Clayton Williams (Carthage, Texas) and Kasey Hayes (Liberal, Kan.) threatening the record with \$246,917.53 and \$230,414.18 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. Is 2007 the season for a \$2 million 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	7,930	\$352,719.25	
2	J.B. Mauney	7,448	\$390,328.57	-482
3	Sean Willingham	4,700	\$82,173.40	-3229.75
4	Guilherme Marchi	4,532	\$60,608.67	-3397.5
5	Brian Canter	4,458	\$123,603.07	-3471.25
6	Kasey Hayes	4,031	\$230,414.19	-3898.25
7	Jason Bennett	3,919	\$43,707.20	-4010.5
8	Beau Hill	3,675	\$43,768.90	-4254.5
9	Wiley Petersen	3,619	\$63,325.90	-4310.25
10	Dustin Hall	3,511	\$86,867.16	-4418.5

BFTS Stop #15 Nampa Classic OVERALL EVENT STANDINGS: 1) Sean Willingham (Summerville, Ga.) 267 points, \$41,988.40; 2) Ross Coleman (Molalla, Ore.) 263.75 points, \$17,845.40; 3) Wiley Petersen (Fort Hall, Idaho) 261.75 points, \$10,980.40; 4) Kasey Hayes (Liberal, Kan.) 177.25 points, \$7,958.40.

Riders Returning from Injury:

Rocky McDonald (Col. Juarez, Mexico) returns to competition in San Antonio after suffering a partially amputated thumb.

Chris Shivers (Jonesville, La.) returns to competition in San Antonio after aggravating his broken leg sustained in Hawaii last November.

Mike White (DeKalb, Texas) returns to competition in San Antonio after sustaining a shoulder strain in Billings, Mont.

J.W. Hart (Overbrook, Okla.) returns to competition in San Antonio after missing the Nampa, Idaho event due to an aggravated back injury.

The following event alternates for the Ford Country 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.) Rob Bell (Houston, B.C., Canada) 5'8"—155 lbs., DOB: 8/25/78, Career earnings -- \$270,683
- 3.) Harve Stewart (Stephenville, Texas) 5'9"--150 lbs., DOB: 12/28/87, Career earnings – \$38,606
- 4.) Tyler Smith (Fruita, Colo.) 5'8"--135 lbs., DOB: 4/18/87, Career earnings – \$42,384
- 5.) Tony Mendes (Jensen, Utah) 5'10"—160 lbs., DOB: 8/10/77, Career earnings -- \$679,391
- 6.) Clayton Foltyn (El Campo, Texas) DOB: 3/21/85, Career earnings -- \$20,815.35

Top Ranked PBR Money Earners of all time:

1	Justin McBride	Elk City, OK	\$3,413,438.58
2	Adriano Moraes	Cachoeira Paulista SP, BZ	\$3,376,747.63
3	Chris Shivers	Jonesville, LA	\$3,226,923.84
4	Mike Lee	Decatur, TX	\$2,198,626.80
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	\$1,135,139.83
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, 7,929.5 points and an impressive 66.7% riding percentage. He's already eclipsed his own mark set in 2005 for the most money won in a single season with \$352,719.25 in season earnings. He leap-frogged over other PBR stars in Kansas City to become the highest earning cowboy of all time with \$3,413,438.58 since starting his career in 1999. McBride has dominated the competition through the first half of the season with North Carolina young gun, J.B. Mauney being the only cowboy to stay within 1,000 points of McBride. At the present time, Mauney remains 482 points behind McBride, but, most importantly, McBride leads third place Sean Willingham (Summerville, Ga.) by more than 3,200 points.

At this same juncture in the 2006 BFTS season McBride only carried 3,645 points and \$79,174.83 in PBR bucks. He's more than doubled that points total and quadrupled his earnings for the 2007 season. PBR fans will witness history being written when McBride claims his seventh title of the season. He's matched up against Bad Company Rodeo Co. Inc.'s Born to Boogie in the first round of the Ford Country Classic. The

two have not been matched up previously in BFTS competition. Born to Boogie made his BFTS debut last August in Chihuahua, Mexico and since has been ridden seven of 12 times. The average ride score on this bull is 86.5 points. With McBride's current domination of the bucking bull industry, Born to Boogie should boost him straight into the Built Ford Tough Championship Round.

#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 \$390,328.57 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 has maintained the highest riding percentage of anyone on tour to date at an impressive 71.7%.

Looking back to this point in the 2006 season, Mauney only carried 710.5 points. His phenomenal sophomore season has earned him 6,737 more points this season. Mauney has also bypassed the record for the most money won in a regular season with his remarkable \$390,329 in PBR bucks. Mauney will face off against Double R Bucking Bulls' Sharp Shooter in the first round in San Antonio. Although the two have not met up in the past, Mauney won't let that slow him down in his chase to catch McBride. Sharp Shooter has a current buckoff percentage of 81.3%. The bull riders find themselves in the dirt at an average time of 3.98 seconds. However, the successful cowboys have averaged a score of 86.3 points aboard this superior bucking bull.

#3 Sean Willingham (Summerville, Ga.) – Georgia phenomenon, Sean Willingham finished the 2006 BFTS season as the fourth highest ranked cowboy and is looking to maintain that momentum throughout the 2007 season. 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 53.1%, Willingham will be looking for another event championship to add to his resume in San Antonio.

Willingham is one of only a handful of riders who can claim to know something about his draw in the first round of the Ford Country Classic. This will be the third meeting between him and Page and Teague Bucking Bull's Lil' Slinger. In Omaha, Neb. in both 2006 and 2007 Willingham drew this great bucking bull. The first time, he was turfed in a heart-breaking 7.4 seconds but the second time conquered the beast and scored 84.5 points. Lil' Slinger carries a lifetime buckoff percentage of 54.5% and a buckoff time of 4.5 seconds.

#4 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 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 finished in the top five at three events this season and added \$60,609 to his PBR career earnings. He has continually improved his riding percentage through the first half of the year to a current 55.7%. PBR fans can expect Marchi to continue moving toward the top of the standings.

Marchi will electrify south Texas bull riding fans in the first round when he faces off against Wild Life of Boyd/Floyd/Paradise Farms. This is a re-match from the 2006 season when Marchi scored 91.5 points aboard Wild Life in the Built Ford Tough Championship Round in Chicago, Ill. With a career buckoff percentage of 61.9% Wild Life will no doubt make Marchi work for his 8 second ride. The outstanding bull turfs his cowboy contenders in an average time of 3.8 seconds but those who make the required 8 seconds have a superb average ride score of 88.3 points.

#5 Brian Canter (Randleman, N.C.) This pint-sized rider exploded onto the PBR scene in 2005, and has gone on to ride rank bulls from coast to coast. At stop number eight on the BFTS, the Amp'd Mobile Invitational in Anaheim, Calif., Canter awed bull riding fans when he accepted not only one, but two re-rides during round two action, covering three bulls in just one evening. Canter went on to record the highest score of the event, a 91 point trip aboard Rice Ranch's Mud Flap, which was enough to give him a second place finish. This cowboy has four top five finishes and six top 10 finishes so far in 2007. Canter currently has a 47.7% riding percentage keeping him among the elite top five bull riders in the world.

Although he's the smallest rider on tour, Canter certainly maintains a mighty position. He's quietly amassed \$123,603 in the first half of the 2007 PBR season. Canter will attempt to increase those earnings in San Antonio when he challenges Elise's Banana of Frontier Rodeo Company. Although this bull is virtually unknown on the BFTS, this cowboy will show no fear when he nods his head on Saturday night. The Ford Country Classic is Elise's Banana's first appearance at an elite BFTS event but outside the PBR, the bull has a 66.7% buckoff percentage and an average bull rating of 21.5 points (out of 25).

Round 1 Match-Ups for San Antonio

Other Round 1 Match-ups to watch:

Beau Hill (West Glacier, Mont.) on Diamond S Bucking Bulls' Shanghai

Hill has enjoyed more success during the 2007 BFTS season than ever before in the eight years he's competed professionally. Earlier this season he delighted his home state crowd during the NILE Invitational by finishing in the top ten of the event. His success this season has boosted him to number eight in the overall race for the 2007 PBR World Championship. In the first round of the Ford Country Classic, Hill will face off against Diamond S Bucking Bulls' Shanghai. The two previously met up during the Built Ford Tough Championship Round in Albuquerque, N.M. Shanghai won that match with a buckoff time of 5.7 seconds and a bull score of 45.3 points. Hill will be looking to even the score on Saturday night in San Antonio but with a buckoff percentage of 70.8%, Shanghai will maintain his status as one of the best bucking bulls in the industry.

Brendon Clark (Morpeth, NSW, Australia) on Haines/Owen's Pandemonium

Of the 30 cowboys who have drawn Pandemonium since his debut in 2005, Brendon Clark has conquered his nemesis twice. The first time he scored 88.25 points during the 2005 PBR World Finals and the second time was earlier this year in Anaheim, Calif. when Clark scored 87 points during first round action. Although Pandemonium has a career buckoff percentage of 37.9%, Clark will attempt to maintain his 100% status on this bucking bull.

Chris Shivers (Jonesville, La.) on Mike Solomon's Ditto

Two-time PBR World Champ Shivers hasn't had the year he hoped after suffering a badly broken leg during the Cheeseburger IslandStyle PBR All Star event last November in Hawaii. He's been to only four of 17 BFTS events and only covered two of his bulls but he's drawn Mike Solomon's Ditto in the first round of the Ford Country Classic. He's drawn this bull twice in the past and made qualified rides on both attempts. The first ride was in Laughlin, Nev. during the 2005 season when he scored 87.5 points and the second time was in Chihuahua, Mexico last season for 89.5 points. Ditto is ridden 68.8% of the time to an average ride score of 87.2 points. With a career riding percentage of 50%, Shivers on Ditto will thrill bull riding in San Antonio.

Injury Report by Dr. Tandy Freeman

Injured Riders:

As of April 19, 2007:

Davey Dyke (Fremont, Iowa) is out for three to four months with a 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.

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

Austin Meier (Kinta, Okla.) is out for four to six months after tearing his ACL and MCL on his right knee. Meier successfully underwent surgery the week of March 12.

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

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

Billy Robinson (Galax, Va.) is out for six to eight weeks with a broken ankle and a complete tear of the MCL in his knee sustained in Nampa, Idaho. Neither injury requires surgery.

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

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.

Cody Whitney (Asher, Okla.) is out for three to five months with a broken bone in his left wrist (riding hand).

McKennon Wimberly (Cool, Texas) is out for six to eight weeks with a broken ankle sustained in Nampa, Idaho.

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 San Antonio, Texas will be \$5,000 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 \$10,000 at the next BFTS event in Nashville, Tenn.

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

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.

2007 Season 90 Point Rides

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	8	Page & Teague Bucking Bulls	4
Justin McBride	51	Sean Willingham	3	Diamond S Bucking Bulls	3
Adriano Moraes	39	Robson Palermo	3	Corey & Horst Rodeo Co. Inc	2
Ross Coleman	35	Renato Nunes	2	Corey & Horst / The Western Group	2
Cody Hart	33	Dustin Hall	2	Flying U / Moreno Bucking Bulls	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
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
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
Dustin Hall	Team Equine's Cow Pix	Gene Owen Bucking Bulls	Sacramento, CA	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
Renato Nunes	Cat Daddy	Diamond S Bucking Bulls	Kansas City, MO	90.75
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
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
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
Guilherme Marchi	Crossfire Hurricane	Page & Teague Bucking Bulls	Sacramento, CA	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
Jared Farley	Encore	Tommy Shrader & Anchor Bull Company	New York, NY	90.25
Sean Willingham	Werewolf Snuff	Flying U / Moreno Bucking Bulls	Nampa, ID	90.25
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
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 (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.

Sean Willingham (Summerville, Ga.) is eligible at the Ford Country Classic for the chance to claim the Enterprise Rent-A-Car "Ride With the Best" Match-up Bonus, and a maximum of \$5,000 for the one-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

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	\$71,808.00
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

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	7,930	
2 J.B. Mauney	7,448	-482
3 Sean Willingham	4,700	-3229.75
4 Guilherme Marchi	4,532	-3397.5
5 Brian Canter	4,458	-3471.25

6	Kasey Hayes	4,031	-3898.25
7	Jason Bennett	3,919	-4010.5
8	Beau Hill	3,675	-4254.5
9	Wiley Petersen	3,619	-4310.25
10	Dustin Hall	3,511	-4418.5

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.

Event	Bull	Contractor	Score
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.

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
Ross Coleman	North Star	Nampa, ID	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
Ross Coleman	North Star	Nampa, ID	92

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	10	Carthage, TX	13	27	48%
Davey Dyke	\$24,115.48	3	Fremont, IA	0	8	0%

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

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