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MEDIA CONTACT:

Katharine Sherrer, Public Relations Manager
Professional Bull Riders, Inc.
719.242.2800, ext. 3372, Katharine@pbrnow.com

Three Canadian Riders Head to Las Vegas for the 2008 PBR Built Ford Tough World Finals presented by Wrangler!

CALGARY, AB (October 23, 2008) – The Professional Bull Riders, Inc. (PBR) Canada office is proud to announce that three Canadian riders will be heading to Las Vegas for the 2008 PBR Built Ford Tough World Finals presented by Wrangler held at the Thomas & Mack Center. Current number one Canadian rider Aaron Roy (Asquith, Saskatchewan) qualified in the 26th position for the lucrative finals and will compete on Oct. 31-Nov. 2 and Nov. 6-9. In addition to Roy's qualification, Vince Northrop (Davidson, Saskatchewan) has qualified in the 47th position and will be the 1st alternate in Las Vegas. If any of the riders in the top 45 cannot compete due to injury during any of the seven rounds, Northrop will step up and compete in their place.

For the third year, PBR Canada will send their number one man – in this case, number two in the Canadian standings-- to represent Canada during the first three rounds of competition on Oct. 31-Nov. 2. Alberta's Scott Schiffner (Strathmore, AB) will head to Las Vegas to try and earn enough money to break into the top 45 ranks, based on money. If he is successful, he will progress to the second weekend, Nov. 6-9, to further represent Canada.

These three Canadian superstars will all head straight from the lights of Las Vegas directly to Calgary, Alberta for the 2008 PBR Canada World Finals. Calfrac Well Services brings the 2008 PBR Rocky Cup Canadian National Finals presented by Dickies to the Pengrowth Saddledome on November 13-15. Reserved seating tickets start at just \$15 and fans can save even more with \$12.50 seats available at participating Calgary Co-op food store locations. All three performances begin at 7 p.m. and they are a definite must-see for a true bull riding fan. Tickets are on sale NOW at all Ticketmaster locations, online at ticketmaster.ca, or by phone at 403 777 0000. Don't miss the chance to see these top Canadian riders compete at the 2008 Finals!

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About PBR Canada:

The PBR opened an office in Calgary, Alberta in November 2005. Beginning in 2006, the PBR has launched a series of at least forty events across Canada. Dollars earned at the Canadian events will count towards qualification to the PBR Canadian National Finals. The bull rider with the most money won at the end of the year – combining regular season and finals earnings will be the one left standing at the top of the pack as the ultimate champion---PBR Canada National Champion. Money won at all of the Canadian events is also recognized and counts toward qualification to the prestigious PBR Built Ford Tough World Finals presented by Wrangler held in Las Vegas. Upon the conclusion of the Canadian season, the top ranked rider will go on to compete and represent Canada at the PBR World Finals.

About the PBR:

More than 100 million viewers tune in each year to the PBR on FOX, NBC, ESPN, VERSUS, and on a host of foreign networks across the globe. With approximately 400 hours of prime time programming annually, PBR ranks among the most prolific sports on air, in addition to attracting over one and one half million live event attendees each year with its multi-tiered event structure which includes the marquee Built Ford Tough Series presented by Wrangler, the Copenhagen Bull Riding Challenger Tour, the Enterprise Rent-A-Car Tour, and the Discovery Tour, designed specifically for entry level contestants. The PBR is headquartered in Pueblo, Colo., with additional offices in Australia, Brazil, Canada, and Mexico. The PBR prides itself in its 1,000 plus stock contractor relationships and over 1,200 PBR bull riders competing in more than 300 PBR sanctioned competitions in five countries.