



BAR-BAR-A EQUIPMENT COMPANY

FOR IMMEDIATE RELEASE:

Bar-Bar-A Equipment Co. Aires First Television Commercial Nationwide With Horse TV.

Farmington, UT Sept. 29, 2004 – Bar-Bar-A Equipment Co., maker of Bar-Bar-A Horse Drinkers, today announced its signing of a contract with Horse TV, headquartered in Houston, Texas. Bar-Bar-A will use Horse TV to air its first television commercial. Horse TV broadcasts to over 75 cities throughout the United States. Currently, Horse TV provides up to 20 hours per week of equestrian programming nationwide to a potential audience of 13,000,000 homes.

Also, included in this contract is a 24-hour Internet network capable of broadcasting programs and advertising. Bar-Bar-A commercials may be accessed via television and/or the Internet. Airtime will begin October 5th. Contracts with Horse TV will be renewed on a monthly basis.

Bar-Bar-A Equipment Company is a Utah based company, with origins stemming from a 1982 experience the inventor had with his horse being repeatedly shocked by an electrically heated watering unit. The experience was later conceptualized with one of the country's first non-electric, automatic waterers. Since then the company's vision has been to create products that are friendly to animals and the environment.

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