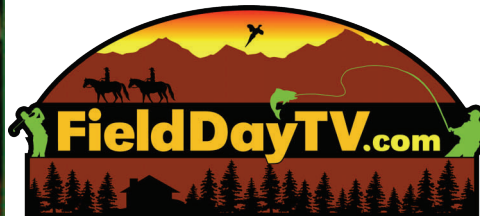


PRESS RELEASE

For Immediate Release
8 A.M MST, September 14, 2008



September 18, 2008

Governor Bill Richardson Promotes New Mexico During Pecos River Fishing Trip for 'Field Day TV'

Governor Bill Richardson, the sites of Santa Fe and Val Kilmer's Pecos River Ranch will share the spotlight on Field Day TV.

Beginning Sunday, September 28, 2008 a half-hour show featuring celebrity guests and some of the most beautiful recreational real estate in the world will be featured locally on the Mountain West Sports Network. The show will air locally that day at 9:30 a.m. and 7 p.m. on basic Comcast channel 411 and Direct TV channel 616. Check local listings.

"From our top notch trout fishing to our infinite attractions to explore, New Mexico is no longer a well-kept secret among world-class anglers," said Governor Bill Richardson. "Mix in history, shopping, unique festivals and a host of cultural activities and you have the makings for an incredible outdoor escape."

"Field Day TV" is produced by Dan Narsete, outdoor expert, fishing guide and former executive producer and host of the radio show, "The Colorado ESPN Outdoor Show," and is hosted by Tim Neverett, a veteran of the sports broadcasting business as a studio host and play by play announcer for Fox Sports Network covering the Colorado Rockies, college football and basketball, and most recently, the Olympic Games in Beijing.

In the "Santa Fe episode," the Governor will be featured fishing in his interview, which took place at Val Kilmer's Pecos River Ranch. Some of the properties featured in the Santa Fe segment, co-hosted by Jen Hoffman, Deputy Secretary of the New Mexico Tourism Department, include La Fonda on the Plaza, Back at the Ranch, La Boca Restaurant, and Legends Santa Fe. The episode featuring the Governor and New Mexico will be broadcast at least 10 times throughout October, with an estimated viewing audience of 17 million households.

"New Mexico's recreational pursuits are as diverse as its citizens," said Michael Cerletti, Secretary of the New Mexico Tourism Department, "and fishing has always been one of the most popular pursuits for children of all ages. We appreciate the Governor's dedication and involvement in helping us promote New Mexico's great outdoors to such a large television audience."

For more information visit <http://www.fielddaytv.com/> or contact Jen Hoffman, 505-827-6674 or jenifer.hoffman@state.nm.us

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FOR IMMEDIATE RELEASE
September 25, 2008

FIELD DAY TV PREMIERES ON THE MTN. SUNDAY, SEPTEMBER 28
Governor Bill Richardson Promotes New Mexico During Pecos River Fishing Trip

CENTENNIAL, Colo. – The Mtn. – MountainWest Sports Network breaks new ground in the evolution of its program offerings with the premiere of *Field Day TV* on Sunday, September 28 at 9:30 a.m. MT and 7 p.m. MT. The inaugural 30-minute episode of the six-part series features special guest New Mexico Governor Bill Richardson. A new episode premieres monthly.

Produced by The Mtn. in conjunction with 2D Productions LLC and Dan Narsete, outdoor expert, fishing guide, and former executive producer and host of *The Colorado ESPN Outdoor Show*, *Field Day TV* brings together celebrities, the outdoors and recreational real estate all in one show. Spend the day in the field, on a river, lake or shoreline with a special celebrity guest as they visit some of the most beautiful recreational real estate in the world. Hosts Tim Neverett and Dan Narsete will help viewers get to know the special guest as they spend time enjoying one of their favorite activities while talking about their profession, hobbies, and life experiences.

“The focus of our network has always been and will always be Mountain West Conference athletics,” said Kim Carver, vice president and general manager of The Mtn. “However, when we were approached by Dan Narsete and his team with the concept of *Field Day TV*, we were intrigued from the beginning.

“Both parties realized that the geographical diversity and recreational opportunities afforded to residents and visitors to the Rocky Mountain West are unique, and this is a perfect opportunity to showcase these splendors to our viewers. I am convinced that *Field Day TV* will make a great complement to our programming lineup that viewers will enjoy over the next six months.”

In the Santa Fe Episode, the Governor will be featured fishing on actor Val Kilmer’s Pecos River Ranch near Santa Fe, NM during his interview, while other segments of the show highlight sites and destinations in and around the greater Santa Fe area.

“From our top-notch trout fishing to our infinite attractions to explore, New Mexico is no longer a well-kept secret among world-class anglers,” said Governor Richardson. “Mix in history, shopping, unique festivals and a host of cultural activities and you have the makings for an incredible outdoor escape.”

Special guests on future episodes of *Field Day TV* will be announced as they are confirmed by the *Field Day TV* production staff. For more information, visit www.fielddaytv.com.

About The Mtn.

The MountainWest Sports Network – The Mtn. – premiered on September 1, 2006 as the first network dedicated to a college athletic conference - the Division I Mountain West Conference (MWC). The Mtn. annually produces and airs more than 200 collegiate sporting events, including football, basketball, Olympic sports, and conference championship coverage. The Mtn.’s expanded coverage includes news programming, coaches’ shows, pre and post game analysis and feature programming about MWC athletics. The Mtn. is jointly owned by Comcast and CBS College Sports Network. For more information, visit www.themtn.tv.

About Dan Narsete

Once the executive producer and host of the radio show *The Colorado ESPN Outdoor Show*, Dan Narsete has interviewed a number of well-known sports figures and celebrities including Tony Schumacher, Todd Helton, Ted Nugent, and many more. Dan has been featured on TV shows such as *A Conversation with...*, fished all over North America, is a sought after speaker as the National President of Muskies Inc., and a writer for nationally recognized outdoor publications.

About Tim Neverett

Play-by-play announcer for The Mtn., FSN, and VERSUS, Tim Neverett covers the Colorado Rockies, college football, hockey, basketball, lacrosse, and volleyball along with track and field. Tim has worked the last three Olympic Games, including this past summer in Beijing. He can be heard on nearly 200 stations on the Sporting News Radio Network and is an avid outdoorsman and the color host for Field Day.

About Jeff Pemberton

Rancher and real estate broker, Jeff Pemberton provides viewers an inside look into the private world of high-end recreational real estate that includes shared ranching developments, multi-million dollar ranches, private golf communities, rare fly fishing properties, and coastal getaways. Through *Field Day TV* and its website (www.fielddaytv.com), Jeff offers not only an inside peak into these exclusive properties but information on how easy it is to become an owner of one as well.

About Tom Cherrey

Owner of Cherry Visual Solutions and Director of *Field DayTV*, Tom Cherrey and his camera crew have been recognized for their work on shows such as: ABC 20/20, NBC Dateline, CBS, Discovery, MTV/VH-1, ESPN, The Learning Channel, Animal Planet, Fox News, CNN, and PBS.