

For Immediate Release:

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Borden Milk to be the New Title Sponsor of the National Cutting Horse Association World Championship Futurity.

(Fort Worth, Texas)— The National Cutting Horse Association is pleased to announce that Borden Milk is the new Title Sponsor of the 2009 NCHA World Championship Futurity to be held Nov. 21 through Dec.13 at Will Rogers Memorial Complex in Fort Worth, Texas.

The \$4 million NCHA World Championship Futurity is the first jewel in the NCHA Triple Crown, and is widely-considered the cutting industry's most prestigious event.

Borden was recently the title sponsor of the 2009 NCHA Super Stakes and has increased its sponsorship to continue through 2011.

"We're delighted to have Borden Milk step up to sponsor the NCHA Futurity, beginning with this year's event" said Jeff Hooper, Executive Director of the NCHA. "With its family values and support for a healthy, active lifestyle, Borden is a perfect fit for the NCHA membership."

Borden President, Rick Beaman, said that he looks forward to continuing to support the NCHA, a sport that promotes both health and wellness.

"NCHA promotes young people and families' involvement together. This sport is well aligned with Borden's same philosophy and the audience we specifically serve. Please continue to support Borden by purchasing our dairy products," said Beaman.

Jennifer Lavin, NCHA Youth Coordinator, included that Borden will also continue to sponsor Gist Silversmiths buckles for all youth finalists at the Summer Spectacular Scholarship Cutting in 2009, 2010 and 2011.

"Borden is a company that is very active in promoting and supporting today's youth, and it is wonderful that they have chosen to support the youth of the NCHA," said Lavin.

Barry Beaman, Borden General Manager, added that Borden Milk Products is proud to be associated with the NCHA organization.

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“Our first sponsorship was the kid’s event and then the 2009 Super Stakes competition. Due to the tremendous exposure we received, along with the quality of the people involved, both proved to be exactly the type events with which Borden wants to be associated,” said Barry Beaman.

“We were able to witness the family involvement and commitment supporting the riders and felt the appreciation shown the sponsors throughout. The ‘Futurity’ will take us to the next level and we truly look forward to being a part of such a great event.”

“Employees of Borden Milk Products strive daily to offer its friends and customers only the finest of dairy products. Sponsoring the NCHA is one way of thanking you for your support in purchasing these products. We look forward to our partnership during the next few years to come,” said Barry Beaman.

“Our thanks to Rick Beaman and Barry Beaman of Borden, and to NCHA Past-President Bob Mayfield who initiated this partnership two years ago that has since grown to this very significant level,” Hooper concluded.

The NCHA has more than 21,000 members across the United States with a wide range of backgrounds. Each year more than 2,200 NCHA-approved events are held throughout the country with more than \$43 million in prize money awarded. For more additional information call 817-244-6188 or log on to www.nchacutting.com.

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