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**2010 Dickies Iron Cowboy Invitational: Full Bracket Announced
Pitting the Baddest Bulls Against the Toughest Cowboys**

PBR Fans Have a Chance to Win \$50,000 In Bracket Challenge

DALLAS (February 3, 2010) – Today, the Professional Bull Riders, Inc. (PBR) announced the complete list of riders that will be a part of the 2010 Dickies Iron Cowboy Invitational presented by WinStar World Casino. The top eight seeds were already determined a few weeks ago, but today the other 16 spots are filled. A total of 24 bull riders will be participating in this one of a kind format – the PBR has never done a bracket style competition before!

The Dickies Iron Cowboy Invitational takes place at Cowboys Stadium on Saturday February 20th and is going to be the biggest one-day event in PBR history. Top PBR superstars will ride in the largest, most technologically advanced venue in the world.

Game Information. Every PBR fan who fills out a bracket has a chance to win big money! 24 game entrants will be picked at random to be the \$50K finalists. If any of these finalists have picked the perfect bracket, ***they win the CASH.*** Winner of regular game wins a trip for 2 to the PBR World Cup in Las Vegas. Fill out a bracket and find out more about the contest rules at: www.pbrbracketchallenge.com.

Texas Riders. Who knows cowboys better than Texas? There are ***three native Texans*** riding in the 2010 Dickies Iron Cowboy Invitational: Elliot Jacoby from Fredericksburg, Texas; McKennon Wimberly from Cool, Texas; and Mike Lee from Decatur, Texas.

Full Bracket Information. The sixteen riders that will be joining the 2010 Iron Cowboy Invitational are: current #1 in the World Standings, **Travis Briscoe** (Edgewood, N.M.); **Ned Cross** (Dorris, Calif.); youngster **Skeeter Kingsolver** (Mclouth, Kans.); **Dustin Elliott** (John Day, Ore.); **Josh Koschel** (Greeley, Colo.); **LJ Jenkins** (Texico, N.M.); **Ross Coleman** (Molalla, Ore.); current #4 in the BFTS World standings **Shane Proctor** (Grand Coulee, Wash.); Texas natives **Mike Lee** (Paradise, Texas), **McKennon Wimberly** (Cool, Texas) and **Elliot Jacoby** (Fredericksburg, Texas); North Carolina cowboy **Brian Canter** (Randleman, N.C.); fan favorite **Wiley Peterson** (Fort Hill, Idaho); Florida native **Caleb Sanderson** (Kissimmee, Fla.); Brazilian **Renato Nunes** (Buritama, SP, Brazil); and PBR veteran **Sean Willingham** (Summerville, Ga.).

Previously announced athletes, chosen based on their 2009 World Standing, that are competing at the 2010 Dickies Iron Cowboy Invitational include: 2009 World Champion **Kody Lostroh** (Longmont, Colo.), 2009 World Champion runner-up **J.B. Mauney** (Mooresville, N.C.), 2008 World Champion **Guilherme Marchi** (Leme, SP, Brazil), **Austin Meier** (Kinta, Okla), Texas cowboy **Zack Brown** (Santa Fe, Texas), fan favorite **Ryan McConnel** (Colgate, Okla.), and Brazilians **Valdiron de Oliveira** (Aparecida de Goiania, GO, Brazil) and **Robson Palermo** (Rio Branco, Acre, Brazil).

The Baddest Bulls. All of these top bull riders will go up against the world's toughest bulls to find out who deserves the title of "Iron Cowboy." The complete list of bulls that will be appearing at the 2010 Dickies Iron Cowboy Invitational will be announced in the weeks leading up to the event. Previously announced bulls that will be at Cowboys Stadium are: 2009 World Champion bucking bull **Code Blue** (Walton & Wagoner/Berger & Struve), **Voodoo Child** (Robinson/Beutler/McNeely), **Big Tex** (Dakota Rodeo/Chad Berger/Clay Struve), superstar bull **Chicken on a Chain** (Robinson/Tedesco/Larry The Cable Guy), Teague Bucking Bulls, LLC's **Bones**, **Major Payne** (Robinson/Katich/Pinnacle Bull Group), **RFD-TV** (Teague Bucking Bulls, LLC), **Black Pearl** (Ravenscroft/Boyd-Floyd Bull Co.), **Crosswired** (D&H Cattle Co./Clifton Wiggins), **Spit Fire** (Boyd/Floyd Bull Company), and **Uncle Buck** (Teague Bucking Bulls, LLC). These bulls may change depending on their performance over the next few weeks.

About the 2010 Dickies Iron Cowboy Invitational. At the 2010 Dickies Iron Cowboy Invitational, fans will enjoy more than two hours of rock & roll music, pyrotechnics, and an up close and personal view of *The Toughest Sport on Earth!* They will also get the opportunity to get up close and personal with multi-platinum country artist Gary Allan, when he kicks off the Dickies Iron Cowboy invitational with a one-time-only concert for the PBR. Tickets for the 2010 Dickies Iron Cowboy Invitational start at \$20 (standard ticket fees apply) and are available by phone at 800.745.3000, online at www.ticketmaster.com, or in person at the Cowboys Stadium Box Office.

For more information about all of the events and activities surrounding the 2010 Dickies Iron Cowboys Invitational presented by WinStar World Casino, please visit the special PBR event page here: <http://pbrnow.com/competition/bfts/eventload.cfm?id=3243>

About the Professional Bull Riders, Inc. (PBR):

The PBR is the premiere bull riding organization in the world, boasting contestants from the United States, Mexico, Australia, Brazil, and Canada. One of the fastest growing sports in the country, PBR's events air weekly on VERSUS, NBC, CBS, and FOX. For more information on the Professional Bull Riders, please visit www.pbr.com or contact Sara Broun at 719 242 2800 or sbroun@pbrnow.com.

More than 100 million viewers tune in each year to the PBR on FOX, NBC, 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 and Touring Pro Division. The PBR is headquartered in Pueblo, Colo., and has over 1,200 PBR bull riders compete in more than 300 PBR sanctioned competitions in the United States, Australia, Brazil, Canada, and Mexico.

For more on the PBR, please visit www.pbr.com, www.teampbr.com, www.pbr.tv, www.myspace.com/teampbr, twitter.com/teampbr, www.facebook.com/TeamPBR, or www.pbr.com/worldfinals/.

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