

# Record Setting 176,522 Attend Royal Highland Show, TV Exposure Credited

Submitted by: RURAL TV

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London, 2 July 2009 – Scotland's Royal Highland Show, in cooperation with RURAL TV (<http://www.ruraltv.tv>) - the world's rural channel (<http://www.ruraltv.tv>) - now reaching into over 10-million homes in the UK, ran a pre-event advertising campaign that helped this year's show attract a record smashing attendance.

The four day show, a signature fixture to Scotland's year-long series of homecoming events, set a new attendance record over its four days with 176,522 people coming through the gates at the Royal Highland Centre, Ingliston, Edinburgh. The figures far exceeded the previous record set in 2006 by over 15,000 and the 2009 attendance was 15,496 more than last year's 161,026.

Show Manager David Dunsmuir said of the promotional ads run on RURAL TV, its web site and other outlets, "With increased exposure on television, the show once again re-inforced its position as one of Scotland's top events. There may be a recession out there, but we are obviously offering something that's in demand, both by the farming and the general public."

Since launching in the UK in March of 2009, RURAL TV has solidified its place as the world's rural channel, offering innovative programming specific to rural, farming and equestrian lifestyles. In addition, the channel has earned a dedicated following for the variety of country music and entertainment programmes it currently offers, nearly exclusively, to the UK and Europe.

RURAL TV helped the Royal Highland organisers deliver the central messages of the show, including broader marketing for Scotland's Homecoming events. "We worked with the show's promoters to cut and air compelling adverts that spotlighted the best aspects of the Royal Highland, as well as focusing on the unique features of the local agricultural community," said Dan Kripke, VP and General Manager for RURAL. "Our channel is unique in that it is able to effectively deliver innovative and unique programmes of broad interest to a core audience. RURAL TV caters directly to the rural world and provides the perfect platform for delivering strong advertising messages to the heart of the rural community (<http://www.ruraltv.tv>)."

RURAL TV, is available in the UK on Sky 279 and Freesat 403. The channel has begun airing promotions for their next event, the Royal Show, running July 7 to 10 at Stoneleigh Park in Warwickshire. For more details, please visit: [www.ruraltv.tv](http://www.ruraltv.tv).

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Notes to Editors: For more information and a complete programme schedule, please visit [www.ruraltv.tv](http://www.ruraltv.tv). For additional information, photos or images, please email: [sarah@ruraltv.tv](mailto:sarah@ruraltv.tv)

About RURAL TV, Ltd.: RURAL TV is the World's Rural Channel. Launched in the United Kingdom in March of 2009, RURAL TV is the first 24-hour international, multi-media television channel dedicated to farming, equestrian, rural lifestyle, and traditional country entertainment programming. Located on SKY

channel 279 and Freesat 403, RURAL TV is distributed into over ten (10) million television homes throughout the UK. RURAL TV's operation headquarters are located in London, England. Video streaming and VOD originates on the company's web site [www.ruraltv.tv](http://www.ruraltv.tv). RURAL TV is owned and operated by Rural Media Group, Inc..

About Rural Media Group, Inc.: Rural Media Group, Inc. is a privately held Delaware-based "C" corporation which owns and operates the world's largest portfolio combining rural-based satellite/cable delivered media and entertainment companies including RFD-TV (2000) which reaches over 40 million U.S.homes, RFD-TV The Magazine (2003) published bi-monthly with 155,000 paid subscribers, RFD-TV The Theatre (2007) headquartered in Branson, Missouri, and RFD HD (2008) which produces and delivers high-definition video content. Corporate headquarters are located in Omaha, NE with production operations in Nashville, TN, and affiliate sales originating in Dallas, TX.

#### RURAL TV

1 Stephen Street  
London W1T 1AL  
+44 (0)20 7131 6695

Rural Media Group, Inc.  
3201 Dickerson Pike  
Nashville, TN 37207  
001(615) 227-9292