



BAR-BAR-A EQUIPMENT COMPANY

FOR IMMEDIATE RELEASE:

Bar-Bar-A Equipment Co. Signs Contract With Satellite Network RFD-TV To Air Television Commercial.

Farmington, UT Oct. 19, 2004 – Bar-Bar-A Equipment Co., maker of Bar-Bar-A Horse Drinkers, today announced the signing of a contract with RFD-TV, headquartered in Elkhorn, Nebraska. RFD-TV is a 24 hour television network dedicated to serving the needs and interest of rural America. Currently, RFD-TV is available to over 21.2 million homes as a basic channel on DISH Network (9409), DIRECTV (379), Mediacom, and NCTC cable systems.

Airing will begin Thursday October 21 in the horse segments of the RFD-TV daily program schedule. Four times a day the Bar-Bar-A advertisement will run. Bar-Bar-A expects great interest to be generated from the ads and plans to do more television ads as the company continues to expand.

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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