



PBR Built Ford Tough Series/Cooper Partnership Fact Sheet

- Cooper Tire is the official tire of the Professional Bull Riders, Inc. (PBR) through its 2009 Built Ford Tough Series season (BFTS).
- Headquartered in Pueblo, Colorado, the PBR brings “The Toughest Sport on Dirt” to major arenas across the U.S., where the top 45 bull riders in the world compete in the televised BFTS.
- Cooper will be the title sponsor at PBR’s Chicago Classic event, Chicago, Illinois, and will be the presenting sponsor of six BFTS events, including: the Enterprise Tour, St. Louis, Missouri; The NILE Invitational, Billings, Montana; the Orlando Invitational, Orlando, Florida; the Built Ford Tough Invitational, Glendale, Arizona; US Border Patrol Invitational, Grand Rapids, Michigan; and the Cincinnati Invitational, Cincinnati, Ohio.
- Cooper will receive premium exposure at live PBR events and through PBR’s global televised and print media coverage. The 2008 season boasts eight network broadcasts and will have 34 live BFTS events nationwide.
- Every BFTS event is televised in an unprecedented multi-network package that includes NBC, Fox and VERSUS, with broadcasts reaching 84 countries and more than 500 million households.
- PBR provides Cooper with a platform to extend its marketing reach with nearly 100 million incremental impressions in the U.S. and more than 350 million impressions worldwide.
- Professional Bull Riding is not rodeo! Rodeo productions and bull riding productions are vastly different. Traditional rodeos consist of a number of events including calf and team roping, barrel racing, saddle bronc and bareback riding, steer wrestling and bull riding. Bull riding is not only the main event in a PBR production – it is the ONLY event.