

Montana Tractors Invitational Thrills Edmonton!

Don't miss a second on VERSUS, August 2nd and 3rd

PUEBLO, Colo. (July 27, 2008) - The Professional Bull Riders, Inc. (PBR) debuted its elite Built Ford Tough Series presented by Wrangler (BFTS) in Edmonton, Alberta, Canada with the Montana Tractors Invitational this weekend. Fans were treated to two-action packed days of exhilarating rides and harrowing wrecks at Edmonton's Rexall Place. When the dust settled in the arena, the world's number one man, Guilherme Marchi (Leme, Sao Paulo, Brazil) won his fourth event title of the season and added \$45,960 to his pocketbook.

"Edmonton was a great event," said Marchi. "Canada has been a very nice country to me. This was my first time to compete here and to win the event is an amazing feeling."

"Our Canadian dealers and the Canadian market have been instrumental in the early success of Montana Tractors," commented Alan Altom, Asst. VP of Sales and Marketing for Montana Tractors. "We couldn't pass up this opportunity to partner with the PBR and bring the Montana Tractors Invitational to Edmonton. "To have the world's number one contender win the event was just a great way to end the weekend," continued Altom.



In round one action, Marchi scored 87 points aboard Little Coyote (Chad Berger/Clay Struve) to claim second place. In round two, he faced Get Jiggy (Girletz Rodeo Stock) and was awarded 85.5 points for his performance. Marchi was leading the pack at the start of the Built Ford Tough Championship Round and maintained his position by scoring 87.75 points aboard Wrangler's Rock Star (Braithwaite & Dansey). Coincidentally, Wrangler's Rock Star is the same bull 2004 PBR World Champion, Mike Lee (Decatur, Texas) rode to claim the Calgary Stampede bull riding title earlier this month.

As the winner of the Montana Tractors Invitational, Marchi was given the opportunity to select his opponent for the Zantrex-3 Insta-Shot Grudge Match next weekend in Glendale, Ariz. The Grudge Match features the previous event winner against the competitor of his choice for a chance at \$5,000. Marchi chose 2002 PBR World Champion, Ednei Caminhas. "I chose Ednei because he is a World Champion who is retiring this year and I wanted to give him an opportunity to win as much money as possible this season," said Marchi. "He is also my friend and traveling partner."

2004 PBR World Champion Mike Lee (Decatur, Texas), sponsored by Montana Tractors held down second place in the Montana Tractors Invitational with 176.75 points and earned \$18,590 for his efforts. Lee has enjoyed vast success in Canada this month when he also claimed the 2008 Calgary Stampede bull riding title. He collected \$114,583 just 13 days ago in Calgary. Lee has racked up \$262,904 in PBR earnings this season plus two BFTS event titles. With the second place finish this weekend Lee moved into 5th place in the BFTS standings.

VERSUS will air all of the adrenaline packed action Saturday, August 2 at 9 p.m. ET and Sunday, August 3 at 6 p.m. ET. Be sure to check your local listings for additional television information.