



PRESS RELEASE



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BIG RIG = BIG POINTS

SASKATOON, SK (April 4, 2008) – He said he could beat Wrangler Big Rig and he did. Aaron Roy (Asquith, SK) said yesterday he was looking forward to the match up and was confident that he would go 3-for-3 against Big Rig.

Not only did Roy make the 8-second whistle, but he also finished second in the round with an 88.25, only 1 point back of event leader Zack Brown (Santa Fe, TX).

According to Roy, "he [Wrangler's Big Rig] came out and went to the right and made the same trip he had last time I was on him."

In today's draft, in which the riders hand picked the bull they will face tonight, Roy chose Daisy Rookie Bull of the Year Unabomber (Eno/Kubinck).

"I know him pretty good. I had him at the Finals last year and he bucked me off," says Roy, "so I wanted to have a rematch. Me and the rest of the Canadians down here have good bulls tonight."

Action gets under way at 7:00PM again tonight in Nampa, ID. Check back to 3dbullriding.com tomorrow.

ABOUT 3D BULLRIDING INC.:

3D Bull Riding Inc has produced over 100 PBR sanctioned events across Canada since its incorporation in 2001. In that time the 3D Bull Riding production team has entertained over 550,000 fans to non stop heart pumping, spine tingling, professional bull riding action. From coast to coast 3D Bull Riding has lived up to its reputation as Canada's leader in PBR Bull Riding production.

All money earned at 3D Bull Riding events count towards qualifications to the PBR Canada National Finals (Calgary AB, Dec 4-5, 2009) and the PBR World Finals (Las Vegas NV, Oct 30 – Nov 8, 2009).

3D Bull Riding is proudly endorsed by Wrangler Jeans, Boulet Boots, Sask Tel, Old Dutch Foods and Safeway.