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FOR IMMEDIATE RELEASE

PBR returns to Billings for 16th year in a row

BILLINGS, Mont. (July 6, 2011) – The world’s toughest bulls will invade Billings, Mont. for the 16th consecutive year for the 2011 Built Ford Tough’s Stanley Tools and Security Invitational presented by Cooper Tires. The PBR’s elite Built Ford Tough Series will head to the MetraPark on Friday August 5 at 8:00 p.m., Saturday, August 6 at 5:50 p.m., and Sunday, August 7th at 2:00 p.m. Tickets are on sale now, starting at just \$10, and can be purchased online at www.metrapark.com, at the MetraPark box office or by calling (406) 256-2422.

PBR fan favorite Wiley Petersen will make his long anticipated return to the BFTS in Billings, after six months out of competition due to shoulder surgery. Also planning to return to competition is Montana native Beau Hill, who injured his knee at the beginning of the 2011 season. Other top riders expected at the Stanley Tools and Security Invitational presented by Cooper Tires are 2009 World Champion Kody Lostroh, 2010 Rookie of the Year and current No. 2 in the World Standings Silvano Alves, and PBR’s 2011 “Last Cowboy Standing” Luke Snyder. Two time World Champion Chris Shivers, fan favorite Dustin Elliott, and Georgia native Sean Willingham will attempt to ride in Billings as well as up-and-coming superstars Douglas Duncan, Stormy Wing and Elliot Jacoby.

Bull riding at MetraPark begins at 8:00 p.m. on Friday, 5:50 p.m. on Saturday and at 2:00 p.m. on Sunday. Each of the 40 riders will ride on each day. Following Round 2 on Saturday, the riders with the 10 highest scores will each compete with one more bull. Following Round 4 on Sunday, the riders with the 10 highest cumulative scores will advance to the Built Ford Tough Championship Round, where they will each compete with one more bull. The overall event winner will be the rider with the highest combined score from all five rounds.

Fans and curious newcomers can catch all of the action live from Billings VERSUS on Saturday, August 6 starting at 8:00 p.m. ET, and again on Sunday, August 7, at 8:00 p.m. ET. Check local listings for details.

The nationally televised BFTS makes 28 stops in 23 states. The season began at world-famous Madison Square Garden, and culminates Oct. 26-30 in Las Vegas at the richest bull riding event in the world, the PBR Built Ford Tough World Finals. The Finals is where the 2011 PBR World Champion will be crowned and awarded the \$1 million Built Ford Tough bonus.

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About the Professional Bull Riders, Inc. (PBR)

The PBR is the world's premier bull riding organization. More than 100 million viewers annually watch over 400 hours of primetime PBR programming on VERSUS, NBC, CBS and networks around the world. The PBR has awarded over \$100 million in prize money and 20 riders have earned over \$1 million, including Justin McBride with \$5.5 million – the most of any western-sports athlete in history. The PBR was nominated as 2010 Sports League of the Year at the *Sports Business Journal* Sports Business Awards, alongside the National Football League, National Basketball Association and Major League Baseball. Nearly 2 million fans attend Built Ford Tough Series and Touring Pro Division events each year. For more information on the PBR, go to www.pbr.com, or follow on Facebook at www.facebook.com/TeamPBR and <http://twitter.com/TEAMPBR>.