



FOR IMMEDIATE RELEASE

MBS AND PBR ANNOUNCE NEW PARTNERSHIP

Leading Mechanical Bull Company to Sell Branded PBR Products

STATE COLLEGE, PA (October 05, 2018) – Mechanical Bull Sales, Inc. (MBS) today announced a partnership with PBR (Professional Bull Riders) to be the official licensee to manufacture mechanical bulls for the growing sports organization. MBS, which sells primarily to bars, clubs, amusements companies, family fun centers, trampoline parks, will offer custom PBR-branded products to clients, partners, and other stakeholders.

Through the new relationship, MBS clients have the option to access dozens of events at PBR's top tours as well as the ability to book celebrity bull riders for their venues.

PBR, celebrating its 25th anniversary season, now operates tours in five countries and is available in 130 territories through global television distribution.

“PBR is thrilled to partner with MBS to bring the excitement inherent in our brand to countless people across the country,” said John Sohigian, VP, Consumer Products, PBR. “Fans and those yet to discover PBR will have the opportunity to get a taste of the sport by testing their agility, balance and grit on the most realistic mechanical bulls anywhere.”

MBS founder Gracienne Myers started the company in 2007 and her line of mechanical bulls has led MBS to become the top Mechanical Bull company in the world.

“I’ve always been dedicated to using cutting-edge technology to create a superior mechanical bull with the most life-like features and most realistic movements,” Myers said. “We feel so blessed PBR recognized our vision and commitment, and we are already seeing immediate interest from having our products branded to the leader in the sport of bull riding.”

Originally from Brazil, Myers recognized a unique opportunity with the growing sport of professional bull riding and accumulated significant experience doing business in one of the world's top bull-riding countries. Initially, she manufactured the Mechanical Bulls in Brazil and imported them to the United States. When the exchange rate became less favorable and Myers had grown tired of dealing with shipping and import hassles, in (2007) she moved the company's manufacturing to the United States in State College, Pennsylvania, where it is located today.

Myers spent years perfecting design with US manufacturers and suppliers to create a sophisticated mechanical bull product with touchscreen panels, custom settings for ride styles, various safety features, as well as music and video features.

"We are very proud of our product, which is now enhanced by PBR branding," Myers said. "The PBR imprimatur is an excellent complement to our single-minded focus helping business owners expand their reach by offering customers an exciting and memorable entertainment experience. This is a unique opportunity to diversify our revenue stream while helping these businesses leverage a well-respected brand and attract customers who might have otherwise been outside their reach."

ABOUT PBR

The world's premier bull riding organization began as a dream of 20 bull riders 25 years ago and now operates in five countries. On its elite tour, the organization features the top 35 bull riders in the world and the top bulls in the business. The televised 25th PBR: Unleash The Beast, along with the PBR Real Time Pain Relief Velocity Tour (RVT), the PBR Touring Pro Division (TPD) and the PBR's international circuits in Australia, Brazil, Canada and Mexico have paid nearly \$184 million in earnings to its athletes. Thirty bull riders have earned more than \$1 million, including two-time PBR World Champion J.B. Mauney who is the top-earning athlete in Western sports history with more than \$7.2 million in career earnings. PBR is part of the Endeavor (formerly WME | IMG) network. For more information on the PBR, go to PBR.com, or follow on Facebook at Facebook.com/PBR, Instagram at Instagram.com/PBR, and YouTube at YouTube.com/PBR.

ABOUT MECHANICAL BULL SALES

Mechanical Bull Sales is locally-owned and operated out of State College, PA, has sold Mechanical Bull systems to customers in 42 states and 44 countries around the world. With an unwavering commitment towards superior quality and customer service as well as unique customizations, and a wide-array of product packages, MBS has cornered the global market in bull riding entertainment among bars, restaurants, rental companies and bull riding schools.

For more information, stay connected with Mechanical Bulls Sales at:

www.mechanicalbullsales.com

<https://www.facebook.com/MechanicalBullSales/>

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