



NEWS RELEASE

Polaris RANGER Continues Sponsorship of RFD-TV's THE AMERICAN

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MINNEAPOLIS--(BUSINESS WIRE)-- Polaris® Industries Inc. (NYSE:PII), the leading manufacturer of off-road vehicles, today announced the company will continue as the presenting sponsor of RFD-TV's THE AMERICAN, which is the largest and richest one-day rodeo in western sports history, with a payout of \$2 million, plus more than \$500,000 in prizes. As the presenting sponsor, Polaris RANGER will continue to support the event and its athletes, along with engaging rodeo fans across North America.

"Polaris RANGER is proud to be continuing its partnership with RFD-TV's THE AMERICAN," said Beth Shimanski, marketing manager for Polaris. "This unique rodeo format has brought a new excitement to the rodeo community and we are thrilled to be back as a part of the event."

Not only does THE AMERICAN invite the top 10 rodeo athletes in the world in seven events to compete for a \$1 million purse, but it's also the only lucrative professional rodeo with no entry limitations. Rising stars and retired veterans alike can qualify to battle the elite for an additional \$1 million bonus.

There are three ways to qualify for competition in THE AMERICAN. The top 10 contestants in the world receive automatic invitations. Additionally, a handful of exemptions are offered to the sport's rising stars and retired Hall-of-Famers. Thirdly, hopeful contestants can pay an entry fee to compete at "qualifiers" throughout the year sanctioned by Better Barrel Races, Professional Bull Riders, Professional Rough Stock Series, Ultimate Calf Roping and United States Team Roping Championships. Last year, nearly 4,000 entries were fielded at 70 qualifying events for the half-million-dollar American Semi-Finals in Fort Worth, where nearly 600 athletes from around the world battled for 38 byes into THE AMERICAN.

RFD-TV's THE AMERICAN presented by Polaris RANGER will be held on Feb. 28, 2016, at Dallas Cowboys' AT&T

Stadium, in Arlington, Texas.

Follow the action on the Polaris ATV RANGER Facebook page at <https://www.facebook.com/#!/PolarisRANGERATV>

For more information visit www.americanrodeo.com and follow @RFDTVAmerican on Twitter.

About Polaris

Polaris is a recognized leader in the powersports industry with annual 2014 sales of \$4.5 billion. Polaris designs, engineers, manufactures and markets innovative, high quality off-road vehicles, including all-terrain vehicles (ATVs) and the Polaris RANGER® and RZR® side-by-side vehicles, snowmobiles, motorcycles and on-road electric/hybrid powered vehicles.

Polaris is among the global sales leaders for both snowmobiles and off-road vehicles and has established a presence in the heavyweight cruiser and touring motorcycle market with the Victory® and Indian Motorcycle® and Slingshot® brands. Additionally, Polaris continues to invest in the global on-road small electric/hybrid powered vehicle industry with Global Electric Motorcars (GEM), Goupil Industrie SA, Aixam Mega S.A.S., and internally developed vehicles. Polaris enhances the riding experience with a complete line of Polaris Engineered Parts, Accessories and Apparel, Klim branded apparel and ORV accessories under the Kolpin®, Cycle Country® and Pro Armor® brands.

Polaris Industries Inc. trades on the New York Stock Exchange under the symbol "PII", and the Company is included in the S&P Mid-Cap 400 stock price index.

Information about the complete line of Polaris products, apparel and vehicle accessories are available from authorized Polaris dealers or anytime at www.polaris.com.

About Rural Media Group, Inc. (RMG):

Rural Media Group, Inc. is the world's leading provider of multimedia content dedicated to the rural and Western lifestyle. Reconnecting city with country, RMG is the parent company of **RFD-TV**, **RURAL RADIO**, **FamilyNet**, **RFD-TV The Magazine**, and **RFD-TV The Theatre**. RMG networks are distributed to more than 100-million homes worldwide by DBS, telco and cable systems including DISH Network, DIRECTV®, Comcast, Verizon FiOS TV, AT&T U-Verse, Mediacom, Charter, Optimum, Brighthouse, Suddenlink, Time Warner, Cox, and more than 600 independent rural cable systems. Corporate headquarters and broadcast operations are in Nashville, Tennessee.

RFD-TV

RFD-TV is the flagship network for RMG. Launched in December 2000, RFD-TV is the nation's first 24-hour television network featuring programming focused on the agribusiness, equine and the rural lifestyle, along with traditional country music and entertainment. Top RFD-TV programming includes Market Day Report, Rural Evening News, Rural America Live, Western Sports Weekly, top rodeo events such as The American, and award-winning musical entertainment such as The Marty Stuart Show, Reno's Old Time Music, The Molly B Polka Party, and Larry's Country Diner.

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Polaris Sales Inc.

Donna Beadle, 763-542-2314

donna.beadle@polarisind.com