



## **Rhino RTV and Power Block Television a Winning Combination**

*PowerBlock Television Watch and Win Sweepstakes Raises Interest in Rhino Off-Road Industries Production model Rock Crawler and Rough Terrain Vehicle (RTV).*

Las Vegas, NV ([PRWEB](http://www.prweb.com)) January 22, 2005 -- Off-Road Industries makers of the Rhino RTV and PowerBlock Television producers of Car and Driver Television, HorsepowerTV, Xtreme 4x4, and Trucks have teamed up for the new Power Block Watch and Win Sweepstakes. The contest, in which a lucky viewer can win a brand new Rhino RTV, was announced on Powerblock's Xtreme4x4 TV, and the response to the announcement has been overwhelming, causing a tremendous escalation in website traffic on Rhino's website ([www.rhino-offroad.com](http://www.rhino-offroad.com))

"After the first show we experienced an unexpected 3000 visit increase in traffic during the first airing! Resulting in over 91,000 hits on our homepage," said Rhino President Howard Pearl "and we've experienced similar results with every airing since."

With this type of mass market exposure and the industry buzz following The RTV's performance at SEMA (for a video go to <http://autos.msn.com/as/minishow/videogallery.aspx?s=SEMA2004>) Rhino Off-road Industries' RTV is the world's first "production" model rock crawler for the enthusiast that doesn't have the know-how or ability to build his or her own. Buying an RTV is less expensive than redesigning and rebuilding a used SUV, and Rhino is the standard for rock crawling production vehicles and will be competing at both UROC and CALROC events during the 2005 season.

The Rhino RTV is a singularly unique vehicle offering with features and benefits of an ATV and a Monster Truck while providing the highest level of safety and ride-ability with a maximum performance envelope. The RTV is also one of the most versatile off-road vehicles ever produced, it can be easily adapted to meet the extremes of rock crawling, mountainous terrain, desert, snow, heavy bush, jungle, swamp; just about any condition where a rubber tired vehicle is capable of taking riders

See Rhino Off-Road Industries RTV at; Off Road Impact - Las Vegas, NV - January 20-22 Chili Challenge - Las Cruces, NM - February 23-26, Nascar Weekend Las Vegas - Las Vegas, NV - March 11-13, and the MOAB Easter Jeep Safari - Moab Utah - March 21-27

With the continued growth of the off-road industry and continued interest in the RTV, Rhino has a growing need for Distributors Rhino across the United States. Dealers must be established and currently sell Off-Road products and vehicles. If you are interested in becoming a dealer or would like more information, please contact us at [dealers@rhino-offroad.com](mailto:dealers@rhino-offroad.com).

### **PowerBlock Watch and Win Contest Details**

Each week, PowerBlock will ask four multiple choice questions directly related to our PowerBlock programming: Car and Driver Television, HorsepowerTV, Xtreme 4x4, and Trucks! To play, you must first register at <http://www.powerblocktv.com/watchandwin.aspx> as member of our Powerblock community by submitting a unique user name and password. This is your key to participate in our sweepstakes. Please read our Sweepstakes Rules, and Privacy Policy for complete details.

Once you are logged in, you will have the opportunity to change your user profile, and play our weekly



sweepstakes, and see how you did the previous week as we will post answers to the weekend questions here each Monday morning. If you answer all the questions correctly, you will be automatically entered in our drawing for our prize. You are allowed one submission per week for the duration of the contest. Even though PowerBlock airs twice each weekend, you are allowed only one entry per week. Each week's questions will be posted here at 2pm EST on Saturday afternoon. You will have until midnight Sunday night to answer the questions.

If you miss a week, don't worry! This is a 13-week contest, with new questions posted each week. Please read our Official Rules and Privacy Policy for complete details. Please do not contact RTM Productions regarding your entry, or contest inquiries. And of course, don't forget to watch PowerBlock every Saturday and Sunday, Noon EST/PST on Spike TV.

Remember you must register to win go to <http://www.powerblocktv.com/watchandwin.aspx> and fill out the registration form, visit the PowerBlockTV.com website. You may enter and play the Sweepstakes by visiting the Truckstv.com website, including through a link from Truckstv.com, Horsepowertv.com or Xtreme4x4tv.com to the PowerBlockTV.com website, completing all required registration information, correctly answering the weekly questions, and clicking the Register Me To Win button. Or you can enter by mail, by downloading the entry form from the PowerBlockTV website. All entries must be postmarked no later than March 31, 2005 and received no later than April 10, 2005.

The prizewinner's name will be posted at the PowerBlockTV.com website on or about May 10, 2005.

#### About Rhino Off-Road Industries

Rhino Off-Road Industries is based in Henderson, NV, a State known as a center for off-road enthusiasts, and offering the specialized and educated workforce needed to fulfill the Rhino Gold Standard. Rhino Off-Road Industries has redefined the Off-Road experience by combining the ATV and Monster Truck. The Rhino Rough Terrain Vehicle or RTV is an innovative new class of off-road vehicles that offer the highest level of safety and ride-ability in a production performance vehicle. ROI's experienced management and design professionals are committed to providing affordable, innovative, safe, performance products with the highest quality customer service, if you would like more information about Rhino off-road Industries vehicles, please e-mail us @ complete our response form or call us at 1-877 RHINO RTV (1 877 446-6788).

#### About RTM Productions

Established in 1989 by Executive Producers Patty and Joe St. Lawrence, RTM Productions is a full-service television production company specializing in automotive, outdoor, and entertainment programming. RTM and its staff have received production and broadcast industry awards including thirteen Emmy awards, The Gabriel Award, PM National Award, UPI Award, Telly Award, ITVA Silver Reel Award, John F. Kennedy Award, Unity Award, National Press Photographer Award, National headliner Award, OWW Excellence in Craft Award, and Communicator Award. To Contact RTM Production call either 615-373-8838 or Email: [info@powerblocktv.com](mailto:info@powerblocktv.com)

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