

FOR IMMEDIATE RELEASE

Equine Couture and TuffRider Official Apparel of United States Pony Club Staff at 2014 USPC Festival

Lexington, KY - July 19, 2014 – For one special week every three years, more than 4,000 United States Pony Club (USPC) members and staffers come together for a seven-day celebration of Pony Club, combining the USPC National Championships with a unique educational experience. This year, the Pony Club Festival, which kicked off on Monday, July 14, at the Kentucky Horse Park, is also combining the support of Equine Couture and TuffRider..

The two leading equestrian brands are proud to be the official apparel of all USPC volunteers and staff throughout the 2014 Pony Club Festival. Equine Couture and TuffRider donated high-quality polo shirts embellished with the USPC logo to outfit the USPC team throughout the Festival, which continues through Monday, July 21.

Equine Couture and TuffRider are committed to providing quality products for both horse and rider, offering a full line of merchandise ranging from breeches and show and sport apparel to outerwear, footwear and durable horse sheets and blankets.

At their core, the brands, and the team behind the brands, believe strongly in proper horsemanship and being good stewards of the equestrian sport. Those core values shared by the USPC are what led to Equine Couture and TuffRider choosing to support the organization.

"We're very happy to be able to support Pony Club in this way," said Timmy Sharma, President and CEO of Equine Couture and TuffRider's parent company, JPC Equestrian, Inc. "What Pony Club represents - good horsemanship and well-educated enjoyment of the equestrian sport - is very in line with what we believe in, and we couldn't find a better group to sport our apparel. We offer a full range of products that are perfect for Pony Clubbers."

To learn more about Equine Couture and TuffRider or to find a retailer near you, visit www.breeches.com. To find out more about the United States Pony Club and this week's USPC Festival, visit www.ponyclub.org.

For Immediate Release by Emily Riden for Phelps Media Group, Inc. International

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