

FOR IMMEDIATE RELEASE



JPC EQUESTRIAN INTRODUCES THE NEXT GENERATION OF HENRI DE RIVEL SADDLES

D rums, PA (February 1, 2011) – In the 30th year since its first production, JPC Equestrian proudly announces that a classic has been reborn by introducing a new generation of Henri De Rivel (HDR) saddles. Recently, ten new saddles across all disciplines of riding were created using the most innovative designs in modern saddlery.

Timmy Sharma, President of JPC Equestrian, explains, “This next generation of HDR saddles combines a long heritage of superior craftsmanship with contemporary updates so riders can feel confident about their positioning and performance in an HDR saddle.”

When developing the newest HDR saddles, designers’ paid particular attention to the characteristics of the saddle that are imperative to ensuring rider confidence in the saddle, including fit and comfort. New Adjust-to-Fit saddles guarantee a perfect fit on any horse through the utilization of an easy-to-use, interchangeable gullet system. Additionally, open gullets on traditional saddles minimize rubbing on the horse’s shoulders to allow for more freedom in the horse’s movement.

In addition to a proper fit, comfort has been enhanced by the use of superior leather. Soft leather has been used on the flaps of all saddles and the newest covered flap saddles feature soft, grippy leather throughout the entire saddle. This unique, eye catching leather allows for instant break-in and exceptional comfort from day one.

To celebrate this new generation of saddles, JPC Equestrian is offering a free HDR saddle pad with the purchase of any leather HDR saddle for a limited time. All HDR saddles, including the newest styles, can be seen in the 2011 JPC Equestrian catalog which will be available in February 2011.

About JPC Equestrian, Inc.

JPC Equestrian, Inc. is proud to offer affordable, high quality equestrian products. As the designer and manufacturer of TuffRider, Equine Couture, and Jaipur Polo Company brands, JPC offers a wide selection of breeches, show

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