

FOR IMMEDIATE RELEASE



JPC EQUESTRIAN, INC. ANNOUNCES PARTNERSHIP WITH KINGSLAND EQUESTRIAN

JPC becomes exclusive dealer of Kingsland apparel for Eastern United States

Drum, PA (November 29, 2010) – Expanding its continually growing family of brands, JPC Equestrian, Inc. has announced that they have signed on as the exclusive distributor of Kingsland Equestrian products for the Eastern United States. Kingsland Equestrian apparel is known for its subtle blend of classic equestrian style with current fashion trends.

JPC Equestrian will launch their partnership with Kingsland Equestrian by offering the manufacturer's revamped Classic Collection, which will be available in Spring 2011. Worn by top riders around the world, such as Edwina Alexander and Andreas Helgstrand, Kingsland apparel offers functional casual wear in addition to popular competition clothing.

“As a distributor, we are always looking to work with brands that offer our customers high quality, fashion forward products and Kingsland Equestrian is a perfect addition to our current product mix,” said Timmy Sharma, President of JPC Equestrian, Inc. “The stylish look and durability of Kingsland products are an exceptional compliment to our existing apparel lines, Equine Couture and TuffRider.”

In addition to a refreshed look, the recently updated Classic Collection has been reenergized by including products made from softshell, fleece, knit, and sweat materials. Retailers in the Eastern United States can begin contacting their JPC Equestrian sales representative now to preview the Classic Collection products and pricing as part of their planning for their spring product offering.

About Kingsland Equestrian

Kingsland Equestrian, established in 1999, is a world selling producer of functional, elegant, and high quality equestrian clothes and products. With headquarters in Sarpsborg, Norway; branch offices in Honefoss, Norway and China; and a warehouse in Oisterwijk, Holland, Kingsland is a multinational company that employs 30 individuals and collaborates with 15 wholesalers that distribute products to approximately 1,000 retailers in 29 different countries. A favorite brand of many riders, Kingsland proudly introduces four seasonal collections each year featuring new designs and materials. Additionally, two standard NOS (never-out-of-stock) collections, known as the Classic Collection and the Breeches Concept are always available.

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, they are able to offer a supreme selection of riding breeches, jodhpurs, socks, riding jackets, horse blankets, fly sheets, riding boots, shirts, saddles pads, and halters. Expanding their product offering, they are also a wholesale distributor of Kingsland Equestrian, Henri de Rivel, KEP Italia, LAS, Carr & Day & Martin, Himalayan Horse, and Kentucky Equine Research.

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