

FOR IMMEDIATE RELEASE

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CAVALOR Becomes Title Sponsor Of The 2009 Show Jumping Hall of Fame Jumper Classic Series

Tampa, FL—March 30, 2009—CAVALOR, which recently launched its complete line of equine supplements, care and feed products in North America, has become the official title sponsor of the 2009 Show Jumping Hall of Fame Jumper Classic Series.

The CAVALOR Show Jumping Hall of Fame Jumper Classic Series will see classes at more than 100 horse shows across the country before culminating in Year-End Championships at the Syracuse Invitational Sporthorse Tournament featuring the 126th National Horse Show in Syracuse, NY, in October.

The Series hosts separate divisions for junior and amateur-owner riders in two Conferences—the East Conference and the West Conference. Series standings are used to help determine junior and amateur-owner entries for the National Horse Show.

“We are very excited to partner with the Show Jumping Hall of Fame Jumper Classic Series,” said Philippe Collard, President of CAVALOR, Inc. “I feel the Show Jumping Hall of Fame is the perfect match for CAVALOR because it stands for quality, success and excellence – which is also represented in the CAVALOR brand.”

In an effort to honor the excellence and success of those riders participating in the Series, one rider per month will be honored as the CAVALOR Show Jumping Hall of Fame Jumper Classic Series *Rider of The Month*. The rider who is chosen will have accumulated the most points in the Series for that month.

“The *Rider of The Month* award is a wonderful addition to the Series,” said George Morris, President of the Show Jumping Hall of Fame. “It is a great way for us to honor the accomplishments of those who participate in the Series, and we are thrilled to have CAVALOR on board with us to make this possible.”

CAVALOR Inc. is the exclusive North American licensee of the CAVALOR brand and the CAVALOR products from Nutriquine NV. CAVALOR Inc.'s mission is to organize and manage the distribution of CAVALOR products, promote the brand, and establish partnerships to locally manufacture the CAVALOR products, all in North America.

For over 20 years, Nutriquine NV (a Belgian company) has been a pioneer in equine nutrition. In close cooperation with veterinarians, scientists and specialists of equestrian sports, Nutriquine has developed, under the brand name CAVALOR, a complete line of supplements, care and feed products to address the diverse needs and requirements of top sport horses and breeding stables. CAVALOR products are distributed and used by many champions in 45 countries around the world.

The 2009 Show Jumping Hall of Fame Jumper Classic Series is also sponsored by the Lake Placid Horse Show Association, *Practical Horseman*, Langer Equestrian Group, Taylor Harris Insurance Services and Stadium Jumping, Inc.

The Series is designed to give amateur-owner and junior riders an opportunity to compete at higher levels and serves as a proving ground for many riders who aspire to someday represent the United States in international competition.

The Show Jumping Hall of Fame was organized to promote the sport of show jumping and to immortalize the legends of the men, women and horses who have made great contributions to the sport. The Show Jumping Hall of Fame conducts the Show Jumping Hall of Fame Jumper Classic Series, held under Grand Prix rules and specifications. The Show Jumping Hall of Fame has moved from its long-time home at Busch Gardens in Tampa, FL. An announcement about the Museum's new home will be made later this year.

Any horse show offering a class that meets all the criteria set forth in the 2009 Show Jumping Hall of Fame Series specifications and has prize money of at least \$1,000 is eligible to be part of the Series.

For more information about the Show Jumping Hall of Fame, including the 2009 CAVALOR Show Jumping Hall of Fame Jumper Classic Series schedule, please visit the Show Jumping Hall of Fame website at www.showjumpinghalloffame.net.

CAVALOR, when the result counts!