



FOR IMMEDIATE RELEASE

Contact Michelle Riggs: (508) 698-6810, Michelle@classic-communications.com

Cavalor Returns As Title Sponsor Of The 2010 Cavalor Show Jumping Hall of Fame Jumper Classic Series

Tampa, FL—January 26, 2010—Cavalor, which successfully launched its complete line of equine supplements, care and feed products in North America last year, has returned as the official title sponsor of the 2010 Cavalor 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 National Horse Show in November.

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 were very pleased with our involvement in the Series last year, and are looking forward to continuing our support of the Series in 2010,” said Philippe Collard, President of Cavalor, Inc. “Cavalor is proud of its affiliation with the Show Jumping Hall of Fame, as both organizations represent quality, success and excellence.”

As an ongoing effort to honor the excellence and success of those riders participating in the Series, Cavalor will also continue its sponsorship of a Cavalor Show Jumping Hall of Fame Jumper Classic Series *Rider of The Month* Award. The one rider every month who has accumulated the most points in the Series for that month will be chosen to receive this honor.

“We are thrilled that Cavalor will continue to honor a Show Jumping Hall of Fame Jumper Classic Series *Rider of the Month*,” said George Morris, President of the Show Jumping Hall of Fame. “Cavalor recognizes the importance of acknowledging the effort and success of riders in the Series, and we are very much looking forward to having them on board with us again for 2010.”

Over the past 20 years, Cavalor has built an international reputation as the world leader in equine nutrition for high performance horses. Today, Cavalor products are sold and used in 45 countries by champion riders like Jos Lansink, Eric Lamaze, Ian Millar, Anky Van Grunsven, Steffen Peters and Hillary Dobbs. Cavalor products include a complete line of feed, supplement and care products. All are the result of years of intense research and development, thorough testing, selection of the highest quality ingredients, strict manufacturing and quality control processes. For more information about Cavalor and its complete line of products, please visit the Cavalor website at www.cavalor.com.

The 2010 Show Jumping Hall of Fame Jumper Classic Series is also sponsored by the Lake Placid Horse Show Association, *Practical Horseman*, Langer Equestrian Group and Taylor Harris Insurance Services.

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 shortly.

Any horse show offering a class that meets all the criteria set forth in the 2010 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 2010 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!