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Heather Hooker Named First Cavalor Show Jumping Hall of Fame *Rider Of The Month* For 2010

Tampa, FL—February 8, 2010—Competition in the 2010 Cavalor Show Jumping Hall of Fame Jumper Classic Series started in January in Florida. With classes in full swing at the Winter Equestrian Festival (WEF) in Wellington, riders are already earning big points on the Series' overall standings.

One such rider is Heather Hooker of Wellington, FL. Hooker, who competes in the Series' East Conference Junior division with her mount *Perle*, won two of the three Cavalor Show Jumping Hall of Fame Jumper Classic Series junior classes held at WEF in January.

With Cavalor's support, the Series honors one rider each month as the Cavalor Show Jumping Hall of Fame Jumper Classic Series *Rider of the Month*. The honor goes to the one rider who earns the most points on one horse in Series competition that month.

With her back-to-back wins with *Perle*, Hooker earned 300 points, and was named the Cavalor Show Jumping Hall of Fame *Rider of the Month* for the month of January.

“Winning back-to-back Cavalor Show Jumping Hall of Fame Jumper Classic Series classes at the Winter Equestrian Festival is no small feat,” said Philippe Collard, President of Cavalor, Inc. “Her wins are very impressive, and we are thrilled to honor her as our January *Rider of the Month!*”

The Cavalor Show Jumping Hall of Fame Jumper Classic Series saw competition at 5 events during the month of January, and will see classes at more than 100 horse shows before the Series culminates in the 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.

In the overall standings through January, Nathalie Mathers Parrish and *Costa* led the amateur-owner standings in the East Conference while Heather Hooker and *Perle* led in the junior division. Series events in the West Conference will begin in March

The top three horse-and-rider combinations in each division are as follows:

<i>Rider</i>	<i>Horse</i>	<i>Points</i>	<i>Hometown</i>
East Conference amateur-owner division standings:			
Natalie Mathers	Costa	175	Wellington, FL
Alex Parrish	Kadorijke	150	Midway, KY
Ali Wolff	H&M Necoll	150	New Albany, OH
Kelly Soleau	Master Man	150	Marlborough, CT

East Conference junior division standings:

Heather Hooker	Perle	300	Wellington, FL
Maria Victoria Perez	Curius	165	Puerto Rico
Catherine Pasmore	My Boy	150	Whitehall, VA
Laura Pfeiffer	Thorstin	150	Temperance, MI

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 Cavalor Show Jumping Hall of Fame Jumper Classic 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 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 Cavalor Show Jumping Hall of Fame Jumper Classic Series, please visit the Show Jumping Hall of Fame website at www.showjumpinghalloffame.net.