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

Reed Kessler Named March Cavalor Show Jumping Hall of Fame *Rider Of The Month*

Tampa, FL—April 7, 2010—Competition in the 2010 Cavalor Show Jumping Hall of Fame Jumper Classic Series grew with intensity during the month of March. With classes still in full swing at the Winter Equestrian Festival (WEF) in Wellington, FL, riders continued to earn points on the Series' overall standings.

One such rider is Reed Kessler of Armonk, NY, who competes in the Series' East Conference Junior division with her mount *Ligist*. With back-to-back first place finishes with *Ligist*, Kessler earned 330 points, and was named the Cavalor Show Jumping Hall of Fame *Rider of the Month* for the month of March.

The pair finished in first place in two of the Cavalor Show Jumping Hall of Fame Jumper Classic Series amateur-owner classes held at WEF in March.

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.

"Reed Kessler has been an outstanding participant in the Cavalor Show Jumping Hall of Fame Jumper Classic Series," said Philippe Collard, President of Cavalor, Inc. "Her back-to-back wins in Wellington are a true reflection of her talent and we are happy to honor her with this award."

The Cavalor Show Jumping Hall of Fame Jumper Classic Series saw competition at 7 events during the month of March, 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 March, Marley Goodman and *U-2* led the amateur-owner standings in the East Conference while Reed Kessler and *Ligist* led in the junior division. Series events in the West Conference will begin in April.

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:			
Marley Goodman	U-2	295	Wellington, FL
Charlie Jacobs	Quidditch II	270	Buffalo, NY
Chloe Wormser	Udiana	240	Northbrook, IL

East Conference junior division standings:

Reed Kessler	Ligist	480	Armonk, NY
Heather Hooker	Perle	450	Wellington, FL
Frances Land	Merlin	300	Alpharetta, GA

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.

Cavalor, when the result counts!