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Photographs available.

2009 Equine Affaire Will Blend “New” with “Old”

COLUMBUS, OH – April 2-5, 2009 - Nearly a hundred thousand horse people from throughout the Midwest and beyond are expected at the 2009 Equine Affaire which will take place April 2nd through the 5th at the Ohio Expo Center in Columbus. Equine Affaire, the premiere horse exposition in North America, will feature a unique blend of horse-related education, shopping, competition, and entertainment. In addition to offering an unparalleled educational program, the largest horse-related trade show in the nation, Breed and Youth Pavilions, the Pfizer Fantasia, and Craig Cameron’s Extreme Cowboy Race™, the 2009 Equine Affaire will also include two new special events: the *Equine Affaire Youth & Collegiate Horse Judging Contest* and *Canine Affaire*.

Since the event’s inception in 1994, Equine Affaire’s educational program has formed the cornerstone of the expo’s format and mission. The 2009 program will be comprised of more than 230 clinics, seminars, and demonstrations presented by leading trainers, coaches, competitors, and equine industry professionals and provide valuable opportunities for attendees to hone their riding, competitive, and horse management skills for a relatively modest investment. As in previous years, Equine Affaire will offer horse people unique opportunities to learn from leading competitors and trainers to whom they might not have direct access otherwise and also to participate in the wide range of clinics offered through Equine Affaire’s Ride With The Best program.

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In keeping with Equine Affaire's tradition of featuring outstanding presenters, the roster of clinicians confirmed for the 2009 event includes **Monty Roberts** (*Join-Up®*), **Craig Cameron** (*general horsemanship and ranch work*), **Mark Rashid** (*general training & horsemanship*), **Julie Goodnight** (*Straightforward Horsemanship*), **Lynn McKenzie** (*barrel racing & pole bending*), **Steffen Peters** and **George Williams** (*Dressage*), **Jeff Cook** and **Angela Moore** (*hunters & jumpers*), **Nicole Carswell** (*easy-gaited horses*), **Barbra Schulte** (*cutting*), **Yonnick Firehorse** (*Become One Spirit Horsemanship*), **Tommy Garland** (*western horsemanship*), **Sterling Graburn** (*driving*), **Jenny Lance** and **Angela Robinette-Dublin** (*trail riding*), **Shannon** and **Tim Gillespie** (*hunter under saddle and western pleasure*), **Chris Cassenti** (*English pleasure*), and **Jennifer Moshier** (*showmanship*). "Equine Affaire offers attendees rare opportunities to explore entirely new disciplines and approaches to training as well as meet and learn from top-level competitors, coaches, trainers, and TV personalities," explained Eugenia Snyder, President of Equine Affaire. Training clinics at the 2009 show will be conducted in the Coliseum, the Voinovich Center Arena, Cooper Arena, and Rod's Covered Paddock.

Throughout the four days of Equine Affaire hands-on demonstrations and informative seminars will be presented in the Bricker Annex Demo Ring, the Arabian Horse Association Demo Ring in the Celeste Center, and the Seminar Stage in the Voinovich Center. Seminars and demos at the 2009 Equine Affaire will cover subjects relevant to horse enthusiasts of all levels of expertise and include such diverse topics as horse and rider biomechanics, natural hoof care, racehorse rehabilitation, equine acupuncture and chiropractics, equine law, sports psychology, saddle fitting, equine massage and bodywork, horse camping and cooking, gait analysis, equine nutrition, animal communication, Chinese element typing, equestrian fitness, arena design and construction, and horse selection.

Equine Affaire's extensive educational program will be complemented by the largest equine-related trade show in North America covering literally acres of indoor and outdoor exhibits and featuring more than 450 of the nation's leading equine-related retailers and manufacturers. "The trade show at Equine Affaire will feature the

entire spectrum of equine-related goods and services,” Snyder explained, “and offer attendees convenient, one-stop shopping for everything from tack, apparel, trailers, barns, fencing, and horse care supplies to jewelry, fine art, gifts, and videos. In addition to retail exhibits, there will be informational exhibits on everything from horse disciplines and associations to horse-related careers.”

During each day at Equine Affaire, young horse enthusiasts and riders will have special opportunities to learn about horses, horse care, and horse training at the demo ring in the Youth Pavilion. Located in the Celeste Center, the Youth Pavilion will feature numerous youth-related exhibits as well as fun (and free!) activities for young children including stick horse making and stick horse rodeos (sponsored by Wahl Clipper Corporation), model horse painting, and a Trivia Quest designed to educate children and teens about horse breeds and basic horse care. The Stone Horse® Celebrity Horse Showcase, presented in conjunction with the Youth Pavilion, will showcase several famous horses including Rich in Dallas, an equine actor in the movie “Seabiscuit.”

The breed exhibits at Equine Affaire have always been an important and popular element of the expo. National, regional, and local breed associations and color registries will promote their breeds at the 2009 Equine Affaire in the Cashman Breed Pavilion located in the main hall of the Voinovich Center and the Horse & Farm Exhibits Area in the Gilligan Complex. The Cashman Breed Pavilion will provide attendees with the opportunity to learn about the characteristics of dozens of horse breeds and color registries and enjoy and appreciate those characteristics through breed demonstrations, in-hand presentations, and exhibits. Among the many breeds that will be showcased at this year’s event will be breeds originating in Europe and Asia such as Haflingers, Andalusians, Lusitanos, Arabians, Friesians, Shires, Clydesdales, Trakehners, Paso Finos, Fell Ponies, and Icelandics, as well as those originating in the United States such as Tennessee Walking Horses, Appaloosas, Rocky Mountain Horses, Standardbreds, Morabs, Thoroughbreds, Mustangs, and Ponies of the Americas. The exhibits of breed and registry associations in the Cashman Breed Pavilion will be complemented by exhibits presented by training and breeding farms in the Horse & Farm Exhibits area.

Television personality and talented trainer and horseman, Craig Cameron, will conduct clinics during Equine Affaire and also present his trademarked “Extreme Cowboy Race” on Thursday, Friday, and Sunday afternoons at the event. As seen on RFD-TV, the Extreme Cowboy Race is a timed event in which horse and rider teams work through an obstacle course while being judged on their horsemanship skills. In response to the extraordinary popularity of the Extreme Cowboy Race at the 2007 and 2008 Equine Affaires, this year’s competition has been relocated to *the Coliseum* where there will be ample seating for all race attendees. Up to 36 selected horse and rider teams will compete for the title of Extreme Cowboy Race Champion and \$4250 in cash as well as products from eZall Technologies and Uckele Health & Nutrition and other prizes. Equine Affaire attendees will enjoy the excitement of watching horse and rider teams of all breeds and disciplines negotiate a challenging obstacle course at top speeds. Detailed information on the race, prizes, and how to apply to compete are available at www.equineaffaire.com and www.craigcameron.com.

The producers of Equine Affaire are pleased to announce that dogs will take the limelight at the premiere *Canine Affaire*. This special “event within an event” will be presented throughout the day on Friday and Saturday at Equine Affaire and will feature many of the same elements for our canine companions that form the foundation of each Equine Affaire. Canine Affaire will include a program of clinics and demos on popular canine disciplines including obedience, agility, and grooming as well as clinics on general dog training and management topics—and a trade show specializing in canine-related products. Learn useful training tips for your canine companions, expand your canine horizons, and shop for canine products at the premiere *Canine Affaire* in the nation! Admission to Equine Affaire will include admission to Canine Affaire, too.

Individuals and teams will have the opportunity to put their knowledge to the test and compete for top awards in Equine Affaire’s first *Youth & Collegiate Horse Judging Contest*. This competition will take place on Thursday in Cooper Arena and the Rhodes Center and be followed by an awards breakfast on Friday morning. The contest will feature a variety of breeds and disciplines in both halter and performance classes and pose a broader range of judging challenges than are normally encountered in judging contests. For more information

about the contest and how to participate, click “Get Involved” at www.equineaffaire.com or contact Karin Brennan at kbrennan@equineaffaire.com or (740) 845-0085 ext 112.

While Equine Affaire will provide unparalleled educational and shopping opportunities, the 2009 Pfizer Fantasia—Equine Affaire’s musical celebration of the horse—will provide first-class *entertainment* for attendees on Friday and Saturday evenings in the Coliseum. This signature event will showcase the beauty and diversity of horses of many breeds as well as the excitement of equestrian sports from vaulting, driving, drill teams, and liberty presentations to freestyle reining and dressage choreographed to a wide variety of musical styles. Tickets to the Pfizer Fantasia range in price from \$12 to \$25 (plus handling fees) and may be purchased in advance through March 13th by calling (740) 845-0085 or consulting www.equineaffaire.com. Tickets not sold in advance will be available in the Celeste Center at Equine Affaire on Thursday, April 2nd beginning at 9:00am. Don’t miss this evening of exceptional entertainment.

As in past years Equine Affaire will hold a free raffle—both before and during the event—offering some really great prizes for horsepeople including tickets to the 2009 Pfizer Fantasia. Prizes for this year’s raffle include a Gen II® High Plains Tooled Saddle by Tucker Saddlery, a Horse & Rider Travel Package from Valley Vet Supply, a Stable Essentials Plus Package from JT International Dist., Inc., pairs of four-day passes to the 2010 Equine Affaire, and pairs of tickets to the Pfizer Fantasia. Consult www.equineaffaire.com to obtain all of the details on the 2009 Equine Affaire Raffle and to enter online through March 20, 2009. While at event, be sure to visit the Raffle Center on the main north aisle in the Bricker Building to see the prizes and enter the raffle. The names of the raffle winners will be drawn on Sunday, April 5th at 4:30pm, and you need not be present to win.

Equine Affaire is able to offer horse enthusiasts an exceptional educational program and unlimited equine-related opportunities for very affordable admission prices as a result of the generous sponsorship support received from dozens of outstanding equine-related manufacturers and retailers. We want to extend our special

thanks to the dozens of event sponsors of the 2009 Equine Affaire in Ohio including the venue sponsors previously mentioned as well as Pfizer Animal Health, Farnam, Coughlin Automotive, the Andis Company, and Light 'N Lasting Vinyl Jump Equipment. The show would not be possible without their financial support.

The event hours for the 2009 Equine Affaire will be 9:00am–7:30pm Thursday, April 2nd through Saturday, April 4th, and from 9:00am to 5:00pm on Sunday, April 5th. Daily admission to the event will include access to all clinics, seminars, demonstrations, the trade show, the Cashman Breed Pavilion, the Youth Pavilion, Canine Affaire, and the Extreme Cowboy Race™. Daily admission will be \$14 for adults and \$8 for children age 7 to 12 years; children 6 and under will be admitted at no charge. Four-day passes will be \$48 for adults and \$28 for children. Adult admission will also include a free event program. The Ohio Expo Center will charge for parking.

For more information about the event and advance tickets, consult www.equineaffaire.com or call (740) 845-0085 Monday–Friday, 9:00am–5:00pm Eastern. Special discount rates have been negotiated with dozens of host hotels in the area. Camping with hookups is available at the Ohio Expo Center. Continuously-updated information on the program schedule, the Extreme Cowboy Race, the Ride With The Best Program, volunteering opportunities, and all Equine Affaire host hotels and area restaurants is available at www.equineaffaire.com.

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