



USEF Continues Partnership with Ariat International as “Official Apparel Supplier”

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Lexington, KY – The United States Equestrian Federation (USEF) announces the continuation of a partnership with Ariat International, the leading manufacturer of equestrian footwear and apparel, as the “Official Apparel Supplier to the USEF.” In addition, Ariat will continue to produce a collection of high-performance athletic gear for the nation’s top equestrian athletes.

“The USEF is thrilled to continue our partnership with Ariat, a notable brand which has a strong reputation among equestrians as a manufacturer of high quality merchandise,” said John Long, Chief Executive Officer of the USEF. “We are pleased to have the continued support from a company whose products are popular with our athletes so that we can continue to offer specialize co-branded apparel.”

As part of the category-exclusive sponsorship, Ariat has created an assortment of signature USEF garments which debuted with the U.S. Equestrian Team at the 2006 FEI World Games in Aachen, Germany. The USEF Collection by Ariat is worn by the high performance teams at all sanctioned competitions where the U.S. Equestrian Team competes.

The collection includes polo shirts, button-down oxford shirts, waterproof jackets and ball caps. Each of the items in the USEF Collection by Ariat includes Ariat and Team USA logo.

“Ariat’s continued partnership with the United States Equestrian Federation represents a meaningful collaboration between two organizations committed to equestrian excellence,” said Beth Cross, Ariat’s founder and Chief Executive Officer. “We are proud to outfit the top equestrian athletes in the country with our performance apparel, which incorporates climate-control technology designed to keep riders comfortable throughout, and after, competition. We believe our apparel will give these athletes an important competitive edge as they compete against the best the world has to offer.”

Ariat International, Inc. is a leading manufacturer of innovative performance equestrian footwear, apparel, handbags and belts. Featuring a patented technology designed to deliver stability, durability and comfort, Ariat pioneered the application of advanced athletic shoe technology into English riding boots and authentic Western boots. Ariat products are sold in a network of retail outlets throughout the world. For more information about Ariat products or for the Ariat retailer nearest you, contact Ariat at 1-800-899-8141 or visit www.ariat.com

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