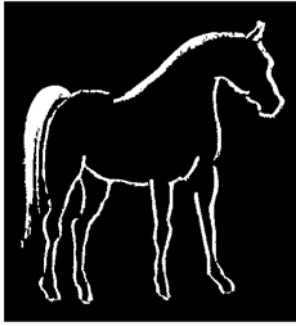

E Q U I N E[®]



A F F A I R E

CONTACT: Coagi Maten
(740) 845-0085, Ext. 110
cmaten@equineaffaire.com

FOR IMMEDIATE RELEASE

Warm Spring Weather and Record Attendance Defined the 11th Equine Affaire in Ohio

Equine Affaire took place March 25–28 at the Ohio Expo Center in Columbus, OH, and once again firmly established its stature as the largest and most comprehensive horse expo in the nation and the largest single-weekend event in the Columbus area. The 2004 Ohio Equine Affaire featured a trade show with more than 531 exhibitors (including more than 100 in the Horse & Farm Exhibits Area) that covered hundreds of thousands of square feet of indoor and outdoor exhibit space. Representatives of 43 breeds of horses participated in the event, and the show's legendary educational program included 276 *different* clinics, seminars and demonstrations in eight venues.

The more than 117,000 horsepeople who attended the 2004 Equine Affaire enjoyed four days of remarkably warm, spring-like weather; an paralleled educational program featuring 76 of the industry's leading equine professionals covering a plethora of horse training and management topics; and the opportunity to shop the largest equine-related trade show in the nation. Among those who headlined the roster of clinicians at this year's show were John Lyons, Clinton Anderson, Capt. Mark Phillips, Sharon Camarillo, GaWaNi Pony Boy, Jane Savoie, Jan Ebeling, Jody Brainard, Robin Stang, Muffy Seaton, Elizabeth Graves, Harry Nakoa, Susan Harris, Peter Stachowski, Art O'Brien, Jerry Barrett, Dan Trein, Heidi Cecil, Steve Bowers, and many more. A second demo ring was added this year and provided expanded opportunities for hands-on training demonstrations.

In response to increased demand for tickets to Equine Affaire's popular special evening event, the Pfizer Fantasia, a third performance was added on Thursday night at this year's Equine Affaire. The 2004 Pfizer Fantasia, which sold out on Friday and Saturday nights, was touted by many as the "best show yet." Among the highlights of the Pfizer Fantasia was Yvonne Barteau who dazzled the audience with her musical dressage freestyle performed to the "Lion King" with her horse costumed as a lion. An impressive tribute to the five branches of the armed forces and the American Red Cross, which included six different draft horse hitches and stirring patriotic music, was also a crowd-pleaser. And trick horse trainer and comedian, Tommie Turvey, Jr., was brought back by popular demand to present his *very humorous* riding instructor skit with his horse, Pokerjoe. The crowd got "in the spirit" as the horses in the Icelandic drill team tolted through the arena at remarkable speeds.

Equine Affaire's vast trade show provided attendees with nearly unlimited shopping opportunities. Horsepeople of all ages shopped the extensive trade show floors, finding unique gifts and treasures, tack, apparel, equipment, equine art, and other equine and equestrian essentials. Attendees in the market for a new trailer or simply curious about the new 2004 models visited the extensive indoor and outdoor truck and trailer exhibits which highlighted new designs, technology, and manufacturers.

Other special features of this year's Equine Affaire event included the Cashman Breed Pavilion, GLC 5500 Youth Pavilion, and Breyer Celebrity Horse Showcase which were located in the Voinovich Livestock and Trade Center. A wide range of breeds were showcased in exhibit booths and exhibit stalls within the Cashman Breed Pavilion. The GLC 5500 Youth Pavilion provided young horse enthusiasts with youth-oriented educational sessions by Equine Affaire's clinicians, youth association exhibits, and plenty of fun activities including stick horse making, face painting, coloring books, a trivia quest, and even stick horse rodeos. Additionally, the Breyer Celebrity Horse Showcase featured famous horses including "I Two Step Too" (one

of the horse actors who played in the movie *Seabiscuit* presented courtesy of the Kentucky Horse Park); GaWaNi Pony Boy's Bashkir Curly "Trouble"; and the Visible Horse (a horse on which Susan Harris painted the horse's skeletal and muscular structures). Several presenters and horses also received a turn in the spotlight at the presentation ring where onlookers took a closer look at the featured horses and demonstrations.

Eight lucky individuals were winners of the 2004 Ohio Equine Affaire Raffle prizes which included an English saddle package from Turned Out Horse Gear; a western saddle package from Tub's Tack; a BMB blanket package from Valley Vet Supply; a western show outfit from Berry Fit Co.; an English show outfit from Bit of Britain; and tickets to the 2005 Equine Affaire in Columbus, OH. You need not attend an event to win a prize in Equine Affaire's raffle; just visit www.equineaffaire.com and click on "Enter the Equine Affaire Raffle" to enter before the next exposition.

The producers of Equine Affaire are very grateful to more than 50 generous sponsors whose financial support made the 2004 event possible including Wrangler, Pfizer Animal Health, Cashman Livestock Equipment Outlet, *Horse Illustrated*, PRIMEDIA Equine Network, Rod's Western Palace, Wahl Clipper Corporation, GLC 5500, and Breyer Animal Creations. The support of these and many other sponsors enabled Equine Affaire to feature a large and highly-qualified roster of clinicians and presenters while keeping admission prices affordable.

Future Equine Affaires are scheduled for November 11–14, 2004 at the Eastern States Exposition in W. Springfield, MA, and February 3–6, 2005 at Fairplex in Pomona, CA. The Ohio Equine Affaire will "return" to its usual early April dates in 2005 and is currently scheduled to take place April 7–10, 2005 at the Ohio Expo Center. For more information about Equine Affaire, consult www.equineaffaire.com or call (740) 845-0085 Monday–Friday, 9:00am–5:00pm Eastern.