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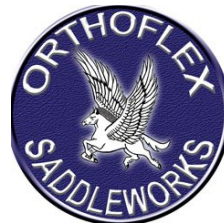
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FOR IMMEDIATE RELEASE

One-of-a-kind saddle to the Wind Rider Challenge Champion



MADISON, WI, January 19, 2011 - When the Wind Rider Equestrian Challenge returns to the 2011 Midwest Horse Fair® for a second year of competition, the winner of this event will not only leave the Midwest Horse Fair® with the title of Wind Rider Challenge Champion, they will also leave with the knowledge gained from riding with clinicians Bob Jeffreys and Suzanne Sheppard. In addition to this valuable education and experience, the overall winner of the Wind Rider Challenge will receive a one-of-a-kind saddle created especially for this event by Orthoflex Saddleworks, Inc.

This all-breed, cross-disciplinary competition has been a success at equine expos and equestrian facilities across the United States and Canada and will take center stage at the Midwest Horse Fair®, April 15-17, 2011 at the Alliant Energy Center, Madison, Wis.

The Wind Rider Challenge Saddle is a very-special edition Caliente saddle model valued at over \$5,000. The features of this 16" British tan brown saddle include: a stitchdown deep-seat

construction, with medium rise, Midwest Horse Fair[®] and Wind Rider logos on the rear seat jockeys, and “Wild West” motif decorative underlays on skirts, fenders, fork, and seat jockeys. It also has a regular skirt cover length with Short System 8XS (fits all) internal flexible skirt system, semi-square skirts, comfort tree bars for less stressful riding, fully leather covered bell stirrups, D-Rings and strings, and a select set of horse head/berry conchos.

Acie Johnson, president of Orthoflex Saddleworks said, “Orthoflex is very pleased to be associated with the very popular and very successful Wind Rider Challenge again for 2011. Bob Jeffreys and Suzanne Sheppard, of Two as One Horsemanship, have been affiliated with Orthoflex Saddleworks for several years and represent the very highest standards for professional trainers and clinicians.”

The 2011 Midwest Horse Fair[®] Wind Rider Equestrian Challenge will offer the opportunity for more entrants to compete with the addition of a fourth day to the competition schedule. The first round will begin on Thursday, April 14, 2011, one day before the Midwest Horse Fair[®] officially opens. This early start to the competition is also an opportunity for those who want to enter, but may have a horse that might not be comfortable amongst the larger crowds of the Friday and Saturday preliminary rounds.

This competition is not only entertaining to watch, but educational as well. Bob Jeffreys will once again do his “Three Minute Miracle” tutorials for any competitors experiencing difficulty, while Suzanne Sheppard describes the entire learning process to the audience.

Johnson added, “Not only are Bob and Suzanne very knowledgeable, they have the personality to command attention from the audience, and they entertain while teaching. If you hear boisterous noise coming from a meeting room, at the Midwest Horse Fair[®], it will be Bob and Suzanne, who always have a full, and happy, house.”

Visit the Midwest Horse Fair[®] website at www.midwesthorsefair.com for more information on competing in the Wind Rider Challenge.

The Midwest Horse Fair[®] is owned by the Wisconsin Horse Council, Inc. All proceeds from the Fair are returned to the WHC and are used to represent and foster a unified equine industry in Wisconsin, promote the equine through leadership, education, service and communication, and to take a proactive role in the future growth and development of the equine industry. For additional information, visit www.midwesthorsefair.com or contact the Midwest Horse Fair[®] by phone at (920) 623-5515 or e-mail press@midwesthorsefair.com.

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Media Notes:

- Contact Rhonda Reese or Jill Schroeder at 920.623.5515 to schedule interviews or photo opportunities
- Visit www.midwesthorsefair.com
- Visit www.TwoasOneHorsemanship.com