

NCHA NEWS RELEASE



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Gist Silversmiths to be the Presenting Sponsor of the Western Horseman Cup/NCHA Championship Series, and unveils the Non-Pro trophy buckle

(Fort Worth, TX) For more than two decades, Gist Silversmiths of Placerville, California, has worked closely with the National Cutting Horse Association. Millions of dollars worth of unique, handcrafted buckles and merchandise has proudly been awarded to NCHA members during this time.



Gist Silversmiths will now be the Presenting Sponsor of the Western Horseman Cup/NCHA Championship Series conducted in January 2008 and 2009, in conjunction with the Augusta Futurity. Gist Silversmiths will provide a Champion's buckle to the winner of the Open and Non-Pro classes.

"We're delighted that the Western Horseman Cup is able to continue this year through the commitment of Gist Silversmiths, Morris Communications, Cowboy

Publishing Group and the Augusta Futurity,” said Jeff Hooper, Executive Director of the NCHA. “The Western Horseman Cup/NCHA Champion Series has enduring popularity, and it generates excitement throughout the year.”

The history of Gist Silversmiths includes more than 40 years experience creating custom, handcrafted buckles and jewelry to suit all types of tastes and preferences. Products include buckles and jewelry, as well as other custom accessories including bits, spurs and saddle plaques. Customers include world champion cutters, entertainment celebrities, political dignitaries, major sporting events, as well as discriminating individuals seeking a one of a kind gift.

Gist’s quality merchandise can be found at fine western stores throughout the country. The complete line of Gist Silversmiths’ buckles, jewelry and accessories are located online at the company’s website: www.gistsilversmiths.com.

The National Cutting Horse Association is made up of 17,000 members across the United States with a wide range of backgrounds. The sport of cutting has roots in Western ranching traditions, where good horses were a necessity for everyday ranch work and cattle handling. From cowgirls to CEOs, from firefighters to professional football players, the common ground is often in the cutting arena. Each year more than 2,200 NCHA-approved events are held throughout the country with more than \$42 million in prize money awarded. For more information about the NCHA or the sport of cutting, please call 817-244-6188 or log on to www.nchacutting.com.