

NCHA NEWS RELEASE



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Cinch and Cruel Girl sign on as a corporate partner of the National Cutting Horse Association

(Fort Worth, TX) – The National Cutting Horse Association is very pleased to announce the partnership with Rocky Mountain Clothing Co., parent company of Cinch and Cruel Girl.

Cinch and Cruel Girl brands are proud new sponsors of the NCHA, and the combination of these superior quality associations is sure to produce great things. Explore the selection of Cinch and Cruel Girl premium jeans and tops in the Sean Ryon's booth at the next NCHA show, the 2008 Summer Spectacular presented by Great American Insurance, July 14 – August 3, 2008.

“We are excited about the opportunity to sponsor the NCHA,” said Keith Munde, Vice President of Sales and Marketing. “The NCHA is well known for premium quality, and we feel that our Cinch and Cruel Girl brands are great for this partnership.”

“Cinch and Cruel Girl apparel are very popular among our members, and we are excited to have them on as a sponsor,” said Jeff Hooper, Executive Director of the National Cutting Horse Association.

Cinch and Cruel Girl brands provide premium jeans and tops designed with fashion and function in mind. Cinch and Cruel Girl brands are at the forefront of fashion and are the highest quality products in the industry. With the authenticity of the western spirit, Cinch and Cruel Girl brands fit perfectly into the world of independent men and women. Explore the vast array of Cinch and Cruel Girl fashion forward products at www.Cinchjeans.com and www.cruelgirl.com.

The National Cutting Horse Association is made up of 17,500 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 \$43 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.