

NCHA NEWS RELEASE



**For Immediate Release
December 20, 2007**

NCHA CONTACT:
Jennifer Lavin
817-244-6188 x 125

NCHA is Proud to Welcome Six New Corporate Partners to the Family

(Fort Worth, TX) “We appreciate all the interest that these sponsor’s have in our association and its members,” said Jeff Hooper, Executive Director of the NCHA, “and look forward to the great products and services they bring to our members.”

La Reina Collection

A family owned business since 1925, La Reina Collection is one of the premier jewelers in the world. Located in Los Angeles, California La Reina has infused its passion for excellence along with the NCHA to present to you our award winning designs. Welcome... to the La Reina experience. La Reina Collection, 606 S Olive Street, Suite 1950, Los Angeles, CA 90014. Contact: Tammy J Ross, cell: 818 398 8484.

The La Reina Collection, a proud sponsor of the NCHA and the premier jeweler to the Fashion Industry, invites you to stop by their booth in the exhibit hall during the Fort Worth shows to see the exclusive diamond cantle plate being awarded to the next Triple Crown Winner.

Sombrero Brands

Sombrero Brands ‘Cowboy’s Finest,’ provides the highest in quality apparel and tack catering to those in the horse industry with discriminating taste. Hats, boots, buckles, apparel, saddles and tack made from the finest materials are the core of our business. Many of our pieces are custom and one of a kind. We strive to sell our products with integrity and a friendly, knowledgeable, can do attitude making each purchase a positive experience. Look for us at all major shows and at our first store located in Brenham, TX at 1226 South Market Street. Phone: (979) 251-7626 Fax: (979) 251-7347 E-mail: sombrerobrands@sbcglobal.net

- more -

Dennis Moreland Second Edition

For more than three decades Dennis Moreland equipment has been the standard for horseman of all disciplines by hand-crafting the finest headstalls, bridle reins, breast collars, hand woven cinchas and professional training gear. Premium raw materials, the best stainless steel hardware, meticulous craftsmanship and painstaking attention to detail mark each item. Backed up by an iron-clad guarantee. For more information visit DMTACK.COM, call toll free 1-866 DMTACK2, visit the booth at major NCHA shows, or Dennis cell 817-312-5305.

It doesn't matter whether you cut, rope, show a stock horse, rein, run barrels or do ranch work. Dennis Moreland Second Edition builds the hand-crafted, professional quality tack and training equipment that horseman have depended upon for over thirty years.

"For over thirty years the cutting horse world has been very good to me by utilizing my hand made tack, and I welcome the opportunity to say THANK YOU by being an NCHA Sponsor," said Dennis Moreland, owner Dennis Moreland Tack.

FarmVet.com

FarmVet.com is proud to be serving your equine athlete. With access to over 50,000 products, an extensive equine pharmacy, the highest level of customer service and fast shipments, we are confident we can get you what you need, when you need it. Please take advantage of our 5% discount to all NCHA members online at www.FarmVet.com, and join the FarmVet.com family today.

FarmVet.com also offers an extensive equine pharmacy, the highest level of customer service, and fast shipments. FarmVet.com, serving the Equine Athlete.

"FarmVet.com is very excited on becoming a sponsor of the NCHA. By teaming up with the NCHA, we are able to give all members a 5% discount off their online orders. We know the NCHA members will be very pleased with our unique product mix and very competitive prices for their horses," said Christian Currey, FarmVet.com President.

Town and Country Foods

Town & Country Foods launches fund-raising program. Town & Country Foods will donate \$50 to the National Cutting Horse Association for every order placed by an NCHA member. Town & Country is the nation's largest all-natural and organic in-home grocer. They deliver to your home all-natural, prime and choice,

aged, restaurant-quality meats, flash-frozen and individually vacuum-packed, produced from Nebraska, Iowa and Colorado. They also offer Cascadian Farm's organic vegetables and non-farmed sea-foods from Orca Bay.

Many consumers, faced with retail supermarket grocers, are frustrated with the high costs and low quality. By taking the building out of the equation, Town & Country can feed you high quality, nutritionally dense foods for \$2-3 a portion.

Find out how a food consultant can deliver to your home about a week's worth of free meats, without obligation, then custom build a menu for your family and explain Town & Country's food system. Visit Town & Country's website at townandcountryfoods.com, watch the movie on the home page, then call them at 1-877-602-4774 to get started eating better food, delivered at a better price.

The McDavid Family, Hes A Peptospoonful, Widows Freckles and Joe Landers Stallion Station

Hes A Peptospoonful was the first in nearly 30 years to claim both Go-rounds and the Semi-Finals at the 2001 NCHA Futurity. His first foals hit the scene of the 2006 NCHA Futurity with 2 open finalists and 4 semi-finalists making him the Freshman Sire of the Year. In less than one year, Hes A Peptospoonful has become a million dollar sire of money earners and aged event champions. His foals are eligible for the NCHA Super Stakes, Augusta Stallion Stakes, Breeders Invitational, Pacific Coast Cutting Stakes and the Bonanza. Owned by David and Stacie McDavid he stands in Weatherford at Joe Landers' Stallion Station.

After winning the last round of the 2003 NCHA World Finals with a score of 228, Widows Freckles was retired to stud. From a relative small crop of foals the Reserve World Champion Stallion has already sired a major NCHA limited aged event champion. Now owned by David and Stacie McDavid he stands in Weatherford at Joe Landers' Stallion Station. His foals are eligible for the NCHA Super Stakes, Augusta Stallion Stakes, Breeders Invitational, Pacific Coast Cutting Stakes and the Bonanza.

Joe Landers Stallion Station is located in the heart of cutting horse country. This ultimate Weatherford breeding facility affords you the opportunity to breed to the industry's leading and most popular sires. Cutting edge Embryo and Oocyte transfers are done in house utilizing one of the largest band of recipient mares ever assembled. Foaling, year round mare care, hydrotherapy rehabilitation and fall sale preparation services are also available.

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.