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PRESS RELEASE

HITS DESERT HORSE PARK OPENS WITH A WEEK OF COMPETITION AND CELEBRATION

THERMAL, CA -- (January 31, 2007)--Thousands of eager competitors and interested spectators from around the world were on hand to experience the new HITS Desert Horse Park in Thermal, California when the 2007 HITS Thermal Desert Circuit officially began last week.

Week one of the six-week circuit was packed with both competition and celebration to inaugurate the new facility. Classes got underway early Tuesday morning, as exhibitors finally got to experience first hand the much-anticipated, 230-acre facility featuring 12 competition rings with 1.2 million square feet of riding area. All 12 rings were in full swing and with record numbers of exhibitors the park was put to the test in the very first week and withstood the challenge with remarkable results.

“I feel extremely proud of the new show grounds and truly feel it is the best equestrian facility in the world. Our customers deserve a place like this to call home in the winter,” said Tom Struzzi, President and CEO of HITS. Customers agreed as reactions poured in. “When I first arrived I could not believe what I saw,” said Archie Cox. “HITS Thermal is without a doubt the top equestrian facility in the United States. Wow!”

Among the many improvements over the former location in Indio, the new HITS Desert Horse Park features Polyrite™ synthetic footing that makes the Grand Prix Arena one of the world’s finest. Polyrite™, supplied by Footing Authority™ a division of International Surfaces Group, Inc., is the industry’s most advanced polymer-coated synthetic footing. It offers exhibitors a dust-free ride, improved cushion and unparalleled consistency resulting in improved safety and soundness.

Other notable highlights include the spectacular VIP area which overlooks the Grand Prix Ring and the Main Hunter Ring, as well as the 1,000 permanent stalls featuring offices that hardly resemble stalls. Even Olympic course designer Leopoldo Palacios was on hand to check out the new facility. Palacios will design the course for the season’s first \$75,000 Footing Authority™ Grand Prix, which takes place on Sunday, February 3.



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Friday featured the season's first \$30,000 Ariat Grand Prix, captured by Romelia Calderon and Sea Bridge and the first exhibitor party. Saturday night's Grand Opening Celebration sponsored in part by Great American Insurance Group and Marshall & Sterling Insurance was the week's main event as hundreds of party goers enjoyed live music, fine food and wine tasting courtesy of Ste. Michelle Wine Estates. "The party was a great way to congratulate our customers who decided to show with us this year and call Thermal, California their new winter home," said HITS' Senior Vice President Tony Hitchcock.

The festivities continued on Sunday with the popular World of the Horse Parade of Breeds and the \$50,000 EMO Grand Prix. Exhibitors and spectators were dazzled by a colorful celebration of breeds and special entertainment by Hollywood trick rider, Ramon Bacerra. A Mexican rodeo exhibition by Coachella Valley Charros and Escaramuzas, a performance by the famed all-woman Mane Event Drill Team and a tribute to the Olympic sport of Dressage rounded out the afternoon.

After the cheers for the entertainment subsided, they started all over again for the Grand Prix riders as they prepared to compete for top honors with more than 2,000 spectators watching. Jill Humphry and Kaskaya took first place in the first-ever Sunday, \$50,000 EMO Grand Prix held at the new facility. Second place went to Canadian Olympian, John Pearce and Urioso. "I have no complaints. I absolutely love the facility. It is amazing for exhibitors and spectators. We had a great crowd today and it is exciting to jump in front of so many people," said Pearce.

"I'm quite pleased with the turnout for the season opener," said Struzzieri. "There's still work to be done and, as always, we will continue to finesse things in the weeks to come to ensure the comfort and enjoyment of our customers."

For the past 15 years, HITS has produced a six-week winter horse show circuit just five miles from HITS Thermal in Indio. The new horse park is the largest Hunter/Jumper horse show venue in the United States and encompasses more than \$10,000,000 in improvements, including stabling for more than 3,000 horses and 12 competition rings. HITS Thermal also features new state-of-the-art footing by Footing Authority.



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In January 2006 HITS entered into a private equity arrangement with Leonard Green & Partners, L.P. in Los Angeles. As a result, HITS, Inc. is able to develop and execute exciting operational and strategic initiatives that both solidify its well-established position as the leader in horse show management and allow for new growth opportunities, including the construction of HITS Desert Horse Park. HITS generates significant economic impact in each of its five venues in California, Arizona, Florida, Virginia and New York.

2007 HITS Thermal Horse Show Dates

Desert Circuit I

January 23-28

Desert Circuit II

January 30 - February 4

Desert Circuit III

February 6-11*

Off Week February 12-18

Desert Circuit IV

February 20-25

Desert Circuit V

February 27 - March 4

Desert Circuit VI

March 6-11*

*Two Kids Day Events are planned for the season on Sunday, February 11 and again on Sunday, March 11. For more information please visit: www.HitsShows.com.

CONTACT: HITS Corporate Office:

HITS, Inc.

319 Main Street

Saugerties, NY 12477-1330

phone: 845.246.8833

fax: 845.246.6371

www.HitsShows.com

SOURCE: HITS, Inc.