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## PRESS RELEASE

### *TOM STRUZZIERI MEETS WITH WEST COAST ACTIVE RIDERS AS WRAP UP TO 2007 HITS DESERT CIRCUIT*

**Thermal, CA -- April 10, 2007** -- On Wednesday, March 28, Tom Struzziari attended a West Coast Active Riders meeting to review the 2007 HITS Desert Circuit and to preview plans for the 2008 season.

Discussions centered on key areas of focus for next year's circuit and the planned phase-two improvements to the new HITS Desert Horse Park. Specific details include adding two more riding areas to meet demand; providing blacktop pads for the RV area; arena lighting installations for the Grand Prix ring, Grand Prix Schooling ring and the Main Hunter ring; resurfacing the Grand Prix arena; providing shade and seating at rings; upgrading the public address system; incorporating an anti-dust product to reduce dust issues and other cosmetic enhancements throughout the facility.

During the 2007 season, HITS Desert Circuit experienced record numbers of participants and spectators. "It was amazing to see how our customers embraced the new facility," said Struzziari. "The interest and response exceeded even our own expectations. And, while we did many things right, we also identified some things that we want to add as well as other things that we want to do differently for 2008."

The meeting was an opportunity to hear first hand from some prominent West Coast trainers and riders in a focused and purposeful manner.

"Having the opportunity to participate in a dialogue with our customers is important as we continue to strive to offer them the best show experience possible," continued Struzziari. "We are passionate about this sport, the riders and horses, and we are passionate about our goals of continuing to improve our product and ultimately the experience at our shows."

Over 100 riders, trainers and other area show managers attended the meeting. Participants were pleased to learn that many of these enhancements were already in the works or being evaluated by HITS. "As with all of our facilities, we fully anticipate that enhancements will continue at the Thermal facility in the years to come," said Struzziari.



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What's more is that the funding is already earmarked. As a result of the partnership with Leonard Green, HITS has the capital budget set aside for these types of facility enhancements.

“As we look back on our first year at Thermal, probably the most amazing thing about it was that we were able to create the 230-acre facility in just nine months from groundbreaking in March 2006 to the arrival of the first horses in January 2007,” said HITS’ Sr. Vice President, Tony Hitchcock. HITS Thermal opened with 12 show rings, another 12 warm-up rings, 11 permanent barns containing 1,100 stalls, a large and efficient permanent show office building, one of the largest horse show restaurants in the country, a permanent VIP pavilion seating over 1,000 guests weekly and more than 2,500 tented stalls.

“HITS should be applauded for its efforts to raise the bar of our Hunter Jumper sport in the west,” said Larry Langer, founder of Langer Equestrian Group, Inc. “I have no doubt that the 2008 Desert Circuit will be the best ever.”

During the circuit, HITS received a visit from George Morris, Chef d’Equipe for the WEG. Morris was on site talking to Grand Prix riders and had very positive remarks on the facility and the footing in the Grand Prix ring. “We were pleased to have George Morris visit us in Thermal,” continued Struzzieri. “He even stated his desire to have the WEG trials for 2010 at Thermal. We’re very honored and excited about that opportunity and certainly have our work cut out for us. Without a doubt, we’ll be beyond ready for that challenge.”

The meeting also produced a new plan for gathering and presenting rider feedback to show managers. Part of the plan calls for liaisons to be assigned to represent the three different divisions hunter, jumper and equitation. The appointed representatives would be responsible for gathering feedback, prioritizing and then presenting ideas to the West Coast Active Riders Chair, Bernie Traurig. The goal of this communications plan is to help consolidate and prioritize the most important and immediate needs so that show managers can more effectively evaluate and address customer requests.

“This gathering was a valuable exchange between riders and all West Coast show managers,” said Robert Ridland, President of Blenheim EquiSports. “I’m encouraged by the discussions and feel confident that the outcome of this meeting will benefit everyone and make for more productive interactions and ultimately better shows.”



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For the past 15 years, HITS has produced a six-week winter horse show circuit in Indio, California. The 2007 HITS Desert Circuit was held at the new, state-of-the-art HITS Desert Horse Park equestrian facility on Airport Boulevard in Thermal, California.

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 solidifies its well-established position as the leader in horse show management and allows for new growth opportunities including the construction of the HITS Desert Horse Park. HITS generates significant economic impact in each of its five venues in California, Arizona, Florida, Virginia and New York.

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