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RIDING RESOURCE: A STABLE PLACE TO SEARCH – OFFICIAL SITE RELEASE



RIDING RESOURCE
A STABLE PLACE TO SEARCH

Atlanta, GA - January 1, 2009 – RIDING RESOURCE announces the official public launch of a new, fully-searchable online directory of horseback riding stables that lets users find exactly what they're looking for.

Founded as a way to help riders connect with local facilities, Riding Resource (<http://www.ridingresource.com/>) is unique in that visitors can fine-tune their searches with specific criteria regarding location and services offered.

“Our goal was to create a comprehensive, user-friendly online database to help people find places to ride while also helping businesses reach their desired target market,” says Ainsley Hyman, co-founder and marketing director of Riding Resource.

Whether the visitors want to take riding lessons in a certain discipline or style, are in need of a local boarding stable with an indoor arena, want to go trail riding on vacation with friends, are interested in the benefits of therapeutic riding, are looking to purchase, train or breed a horse and more, Riding Resource can help them quickly and easily find the perfect facility to meet their needs.

Riding Resource's innovative setup allows visitors to the website to select as few or as many options as they'd like to see results that meet their requirements. Users can also mix and match options to find a stable that offers the exact combination of desired services and amenities. Coupled with the ability to also specify a geographic location and maximum travel distance, Riding Resource connects people with convenient nearby facilities.

Currently the directory contains over 12,000 stables and is expanding daily. Clicking on the name of a stable in the search results takes visitors directly to that facility's detailed information which displays the services offered and more.

Additionally, a tack store and equine-business retail search section is currently being developed and will be launching by mid-year.

Riding Resource's primary goal is to facilitate the way riders find stables and services online. The site's powerful search tool is an excellent resource for bringing the equestrian community together.

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