



FOR IMMEDIATE RELEASE

RIDING RESOURCE: PARTNERSHIP WITH EQUINETWORK ANNOUNCED



RIDING RESOURCE
A STABLE PLACE TO SEARCH

Atlanta, GA - June 1, 2009 – RIDING RESOURCE has partnered with the EquiNetwork's Equine.com and EquiSearch.com websites.

In keeping with the company's goal of connecting the equestrian community, Riding Resource has recently announced a strategic partnership with the EquiNetwork. This data share will allow visitors to both Equine.com and EquiSearch.com to search for riding stables/facilities based on their specific search criteria and geographic location using Riding Resource's directory information, offering a similar search experience as found on <http://www.RidingResource.com/>.

"We feel that this strategic partnership will allow more equestrians and enthusiasts to benefit from our directory services while providing unique, valuable content to the EquiNetwork and simultaneously helping to promote our listing members" says Riding Resource's Co-Founder and Director of Marketing Ainsley Hyman. Advertisers and members of Riding Resource will benefit significantly as their listing's data will automatically be included in this collaboration in order to maximize their location's exposure.

With hundreds of thousands of riders visiting the sites each day, Equine.com is the leader in connecting buyers, sellers and breeders of horses and related goods whereas EquiSearch.com delivers the content horse owners care about including tips on riding and training, authoritative information on horse care, the latest horse sports and industry news, plus sweepstakes and active online forums.

This unique partnership between Riding Resource and the EquiNetwork is a powerful step forward in facilitating the way riders find information and facilities; it also allows for small business owners to reach a substantially larger target audience and stay competitive in an uncertain market.

About Riding Resource

Riding Resource is the only fully-searchable online directory of riding stables and tack stores. An innovative filter-based search technology allows users to mix and match as few or as many options as they'd like to find a place that offers the exact services and amenities they're looking for. Users can also specify location and maximum travel distance to find convenient nearby facilities.

About Source Interlink Media's Equine Network

The Equine Network, a publishing group of Source Interlink Media, LLC, publishes Horse & Rider, EQUUS, Practical Horseman, Dressage Today, Arabian Horse World, EquiShopper and Discover Horses at the Kentucky Horse Park magazines and produces the Web sites EquiSearch.com, Equine.com.

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