



FOR IMMEDIATE RELEASE

RIDING RESOURCE: TACK STORE/RETAIL SEARCH SECTION LAUNCHED



Atlanta, GA – July 23, 2009 – RIDING RESOURCE recently launched their new Tack Store/Retail Shop search section on <http://www.RidingResource.com/>.

Similar to the Stable Search section, the new Retail Search section allows visitors to the website to find local tack stores and shops based on a variety of customizable search options including the type of item desired, riding style or discipline and geographic location.

For riders who are in need of a good local tack store, want new riding clothes for an upcoming show season, are interested in purchasing new or used saddles and tack, need a hay or feed supplier, are in the market to buy a horse trailer or more, this new Retail Search section is the perfect tool to help them find exactly what they're looking for quickly and easily.

The database contains over 3,000 listings which cover everything from family-run businesses to one-stop shopping superstores. Once a user conducts a search, they can click on the name of a store in the results list and go directly to that location's detailed information which displays the products offered and more.

"We've utilized the same filter-based search technology that currently in place for our Stable Search section for the new Retail Search section to enhance the functionality of our site. We're dedicated to making it easier for riders to find exactly what they're looking for." says Riding Resource's Co-Founder and Director of Marketing Ainsley Hyman. Riding Resource is currently offering a free 6-month trial of their Premium Listing service to all new members who sign up for a listing in the Retail Search section.

RidingResource.com has seen tremendous growth in traffic over the past several months since its launch to the public on January 1st, 2009 and the new Retail Search section will add tremendous value to the site. With a goal of supporting, strengthening and growing the equestrian community as a whole while helping promote local businesses, this new directory section will play a key role in doing just that.

To access the Tack Store/Retail Search, please visit http://ridingresource.com/information/search_retail.

About Riding Resource

Riding Resource is the only fully-searchable online directory of horseback 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.

Contact:

Ainsley Hyman, Co-Founder and Director of Marketing
Riding Resource, LLC
375 Rockbridge Road NW
Suite #172-405
Lilburn, GA 30047
Phone: (404) 585-1274
info@ridingresource.com
<http://www.ridingresource.com/>

###

