



FOR IMMEDIATE RELEASE

RIDING RESOURCE: UPGRADES TO BARN DETAILS PAGES



Atlanta, GA – September 10, 2009 – RIDING RESOURCE recently upgraded the Barn Details Pages, or member profiles, on <http://www.RidingResource.com/> to include several great new features.

Most notably, the upgrade includes the ability to now add photos to Premium Listings. The photos display thumbnails on the Barn Details Pages (which users can click to enlarge) as well as thumbnails in the General Listings that show up in search results to draw attention to a particular member's information.

The thumbnail photos in the search results also display on Riding Resource's "Stable Finder" on partner sites Equine.com and EquiSearch.com to provide even more exposure and help get members noticed.

Premium members can also now list what individual breeds they specialize in to give visitors more comprehensive information about their facility. Additionally, the Barn Details Pages now also support the ability to include a few paragraphs of user-generated text underneath the contact information.

Furthermore, the upgrade allows stables to list whether or not they operate on a "cash only" basis or if they accept credit cards, whether they are open to the public and welcome walk-ins or if they are a private facility, and whether or not they have a Spanish-speaking member of their staff on location.

These upgrades are available only to Premium Listing members and do not come with any increase in price. Co-Founder and Director of Marketing Ainsley Hyman stated "we want to help promote local businesses by giving them a powerful advertising tool while also keeping the cost low. We plan to add even more valuable features in the future and will also make them available to our Premium members at no additional charge."

For more information about listing with Riding Resource, or to see the benefits of becoming a Premium member, please visit <http://www.ridingresource.com/information/advertise>.

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.

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