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PRESS RELEASE

For Immediate Release

PHOTO IMAGES AVAILABLE

CONTACT

Karisa Dern, Public Relations

<619> 515-5316

Karisa@1011i.com

Troxel Signs Renowned Clinician Julie Goodnight

San Diego, CA – April 14, 2009 – Troxel LLC, the worldwide leader in ASTM/SEI-certified equestrian helmets, is delighted to announce its sponsorship of internationally esteemed trainer and clinician, Julie Goodnight.

Best known as "The Horse Master" on RFD-TV's award-winning television show, Horse Master with Julie Goodnight, Goodnight has shown a life-long commitment to safety and education. Goodnight teaches horse owners around the world how to establish relationships with their horses through her clinic tours, expo appearances, blogs and how-to DVDs. As host of her own television show, Goodnight aspires to help riders master their equestrian dreams and skills.

"Beyond promoting the use of helmets, Troxel has worked hard to make helmets look good and be cool, and this is a mission that I share whole-heartedly with them," said Goodnight. "I am proud to represent Troxel. I carry my Troxel with me everywhere I go. Wouldn't be caught 'dead' without it!"

"We couldn't be happier with Julie's endorsement," said Shay Timms, CEO of Troxel. "It is truly an honor to work with such an iconic figure who shares our passionate vision of the safety fundamentals necessary for training and working with horses."

With more than a quarter-century of horse-training experience, Goodnight strives to teach riders how to master "natural horsemanship," the idea that horses look for

leadership and assurance from riders that they are safe. For more information on Julie Goodnight, or to see the latest video instructing riders on how to fit a helmet, visit <http://www.troxelhelmets.com/goodnight>.

About Troxel

Troxel is the world's leading provider of ASTM / SEI certified equestrian helmets for competitive, schooling and recreational riding. Established in 1898, Troxel is recognized for its innovative design and research leadership in helmetry. Based in San Diego, California, Troxel now dedicates all its resources to equestrian helmets and related accessories, and has provided over three million helmets to the equestrian market.

Contact:

Karisa Dern

619.515.5316

Karisa@1011i.com

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