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# INDUSTRY NEWS

## COMPANIES IN THE NEWS

### DOVER SADDLERY GOING PUBLIC

Long a leader in sales of equine products, Dover Saddlery Inc. announced that it will now become a leader in another area of business pursuit.

The company revealed that it has filed a registration statement with the U.S. Securities & Exchange Commission for a proposed initial public offering of its common stock.

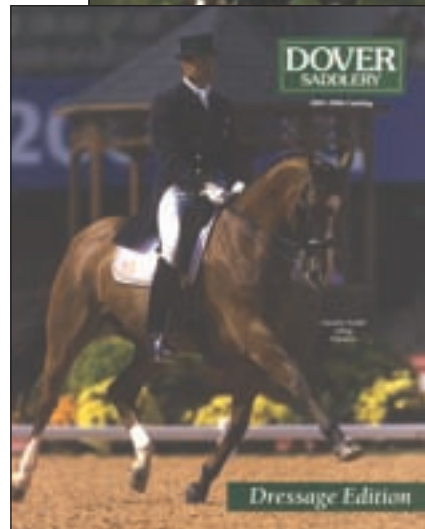
The company, headed by Stephen Day, currently offers its products through a catalog, Web site and retail stores on the East Coast and in Texas. Dover has been selling Western products since 2002 under the Smith Brothers name.

Dover is primarily known for its retailing of high-quality products for English riding, such as Hermes, Ariat, Mountain Horse and others. In addition, the company sells popular private-label and non-branded products.

Day became president and CEO of Dover, based in Massachusetts, after helping build State Line Tack, expected to be Dover's closest competition in its venture.

According to the SEC registration statement, 50 stores dotted across the country are planned, each requiring nearly \$1 million plus real estate to build.

A copy of the registration statement can be found at [www.sec.gov/edgar/searchedgar/companysearch.html](http://www.sec.gov/edgar/searchedgar/companysearch.html). Enter "Dover Saddlery" into the company name section of the form, and then hit "find companies."



### WEARING OF THE PINK

Wrangler has launched a campaign to benefit breast cancer research, "Tough Enough to Wear Pink." Specially designed pink Western shirts hit shelves Oct. 1, coinciding with National Breast Cancer Awareness Month. Proceeds from the sale of the shirts will be donated to research. The shirt sports a redesigned Wrangler rope emblem in the shape of the renowned breast cancer



ribbon, signifying the parallels between the cowboys who won the West and the brave women and men who are determined to win their battle against cancer. The initiative will culminate at the Wrangler National Finals Rodeo Dec. 9 performance, when all contestants will wear the pink shirt. Others participating in raising money for research with Wrangler are Professional Rodeo Cowboys Association, Justin Boots, Coors, Jack Daniel's, Las Vegas Events, Montana Silversmiths and Resistol hats.