

FOR IMMEDIATE RELEASE

Announcing New EU Distributor, Horse Athlete, for Ruby Roo Saddles, LLC

[Houston, 2/1/2024] – Ruby Roo Saddles, LLC, a leading manufacturer of high-quality equestrian products, is pleased to announce its partnership with Horse Athlete as the exclusive distributor for the European Union (EU) market.

As a renowned manufacturer of premium youth saddles and riding accessories, Ruby Roo Saddles, LLC has established a strong presence in the equestrian industry. With a commitment to superior craftsmanship, innovative design, and rider comfort, Ruby Roo Saddles, LLC has earned the trust and loyalty of riders around the world.

The collaboration with Horse Athlete as the EU distributor marks an exciting milestone for Ruby Roo Saddles, LLC. Horse Athlete is a highly respected distributor known for its dedication to providing exceptional products and services to equestrian enthusiasts. With their extensive network and expertise in the EU market, Horse Athlete is well-positioned to expand the reach of Ruby Roo Saddles, LLC and introduce their exceptional products to a broader audience.

Through this partnership, European riders will now have easier access to Ruby Roo Saddles, LLC's exceptional range of saddles and riding accessories. From dressage to jumping, eventing to trail riding, Ruby Roo Saddles, LLC offers a diverse selection of saddles designed to enhance the rider's experience of young riders and promote the well-being of the horse.

"We are delighted to partner with Horse Athlete as our exclusive distributor for the EU market," said Karen Borne, Managing Director of Ruby Roo Saddles, LLC. "Their passion for equestrianism and commitment to excellence align perfectly with our values. Together, we aim to provide European young riders with the highest quality saddles and riding accessories, ensuring the utmost comfort and performance for both horse and rider."

Horse Athlete will be responsible for marketing, sales, and distribution of Ruby Roo Saddles, LLC's products across the European Union. Their experienced team will work closely with saddle fitters, trainers, and riders to ensure that the unique benefits of Ruby Roo Saddles, LLC's products are effectively communicated and readily available.

For retailers interested in carrying Ruby Roo Saddles, LLC's products in the European Union, please contact Horse Athlete at www.horseathlete.com, info@horseathlete.com

About Ruby Roo Saddles, LLC:

Ruby Roo Saddles, LLC is a leading manufacturer of premium youth saddles and riding accessories. With a focus on quality, innovation, and rider comfort, Ruby Roo Saddles, LLC's products are trusted by equestrians around the world. For more information, visit www.rubyroosaddles.com.

About Horse Athlete:

Horse Athlete is a respected distributor of equestrian products, catering to the needs of riders across the European Union. With a passion for the sport, Horse Athlete is committed to providing exceptional products and services to enhance the equestrian experience. For more information, visit www.horseathlete.com.

Media Contact:

Karen Borne

Ruby Roo Saddles, LLC

Phone: 713-504-6812

Email: info@rubyroosaddles.com