



PRESS RELEASE
For Immediate Release
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Gates open for a preview of the new HITS Desert Horse Park

THERMAL, CA (October 6, 2006)—The gate at the HITS Desert Horse Park will open early this fall for an up close and personal look at HITS' brand new, state-of-the-art equestrian facility in Thermal, California. HITS announced plans today to host an open house at its new HITS Desert Horse Park that will open this winter for the 2007 HITS Thermal Desert Circuit.

Construction is well underway at the new 250-acre venue located on property near Jacqueline Cochran Regional Airport in Thermal, California. For the past 14 years, HITS has produced a six-week winter horse show circuit on approximately 100 acres just five miles away at the intersection of Monroe Street and Avenue 52 in Indio, California. The new facility, when completed, is expected to be the largest hunter/jumper horse show venue in the United States and will encompass more than \$10,000,000 in improvements, including stabling for more than 3,000 horses and 12 competition rings.

"We are excited to offer this to our customers," said HITS President Tom Struzzieri. "It is a great way for them to see both the progress and the plans for our newest facility. This property will be something special and we are very excited about opening this winter. We feel it will be the best equine facility in the world."

The new facility features more riding area than any other show grounds in the world. HITS staff will be on hand to provide tours of the site which includes 1,000 permanent stalls with improved facilities for added comfort and convenience. The site will also include a new state-of-the-art RV Park, a snack shack in the permanent stall area, a raised VIP seating area overlooking both the grand prix and main hunter rings and much more.

Exhibitors can also be the first to learn about the new state-of-the-art footing provided by [Footing Authority](#)[™], that will have EuroFelt and/or Polymer in every ring, including the newly designed million dollar Grand Prix Ring.

Two weekends have been set aside for the open house—October 27 and 28 and November 17 and 18. Those interested in attending should RSVP to Eileen Edwards via e-mail at Eileen@HitsShows.com at least one week prior to the event.

HITS, Inc. is a special events management company primarily focused on producing hunter/jumper horse shows. Based in upstate New York in the village of Saugerties, HITS produced its first horse show circuit in Gainesville, Florida in 1982. Since that time, HITS has grown into a nationwide company with world-class hunter/jumper circuits in California, Florida, Arizona, New York, and Virginia.

In January 2006 HITS entered into a private equity arrangement with Leonard Green & Partners, L.P. in Los Angeles. As a result, HITS, Inc. is able to develop and execute exciting operational and strategic initiatives that both solidify its well-established position as the leader in horse show management and allow for new growth opportunities including the construction of HITS Desert Horse Park. HITS generates significant economic impact in each of its five venues in California, Arizona, Florida, Virginia and New York.

The six-week circuit previously held in Indio produces a total economic impact in excess of \$120,000,000 each year. Because the new site is considerably larger and will accommodate more horses for a longer period of time, the economic impact in future years is expected to increase substantially.

The 2007 season of show jumping kicks off on January 23, 2007. For more information on the 2007 HITS Thermal Desert Circuit, please visit www.HitsShows.com.



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