

For Immediate Release:

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**World Equestrian Brands Returns to Sponsor 2016 Adequan
Global Dressage Festival with Tack Matters Award**

Wellington, FL (January 4, 2016) – World Equestrian Brands, the U.S. distributor of high-performance equestrian brands Vespucci, Amerigo, E.A. Mattes, and Equilibrium, is returning to Florida this January as a sponsor of the Adequan Global Dressage Festival. The year 2016 marks the fourth consecutive year that World Equestrian Brands has sponsored the show series. World Equestrian Brands has also announced the return of the Tack Matters Award, which will be presented throughout the Adequan Global Dressage Festival to the horse and rider pairs with the most functional and attractive tack.

The World Equestrian Brands Tack Matters Award was established to recognize riders and horses that dress to impress, exhibiting the proper use of their tack to elevate their performance and presence in the ring. The winner of the Tack Matters Award will be presented with a tack item from one of the premium brands that World Equestrian Brands carries. The award was designed to showcase the best presentation of tack on a horse, and to inspire riders to match talent with horse sense and style.

The Adequan Global Dressage Festival will consist of twelve weeks of competition, featuring skilled riders from all over the world. “It is a unique opportunity to gather the world’s top dressage riders at a top-notch facility and watch exciting competition happen every week,” said Robin Moore, president of World Equestrian Brands. “It is wonderful to see our products in action for competitive horse and rider combinations and be able to present one rider with the Tack Matters Award each week.”

With the Adequan Global Dressage Festival drawing the best of the best, such as Steffen Peters, Allison Brock, Laura Graves, Michael Klimke, and Laura Tomlinson, it is the perfect venue for World Equestrian Brands to highlight stylish equestrian pairings. This year’s festival will run from January 13 to April 2. It will feature the only non-championship CDIO Nation’s Cup in the Western Hemisphere.

World Equestrian Brands is dedicated to providing intelligent brands for performance horses. The tack distributor uses riders' feedback and experienced customer service representatives to ensure that customers' shopping experience is as high quality as the products they receive. World Equestrian Brands is excited to share its passion for quality and presentation through its sponsorship of the 2016 Adequan Global Dressage Festival. For more information about World Equestrian Brands products, visit www.worldequestrianbrands.com. For additional information regarding the Adequan Global Dressage Festival, visit www.globaldressagefestival.net.

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Photo: Ali Brock, a winner of the 2014 Tack Matters award, receiving a Vespucci bridle from Robin Moore, president of World Equestrian Brands.