



PRESS RELEASE
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PhelpsSports.com Partners with Menlo Charity Horse Show for Platinum Sponsorship

Wellington, FL - May 16, 2007 - PhelpsSports.com, one of the world's foremost and fastest growing equestrian news websites today announced that it has joined with the Menlo Charity Horse Show as a platinum level sponsor.

With thousands of members based in 67 different countries around the globe, PhelpsSports.com has risen to the top of the charts of popularity among knowledgeable equestrians worldwide. With more than 70 correspondents reporting from around the world, PhelpsSports.com provides the latest breaking news coverage of major equestrian competitions worldwide, including up-to-the-minute audio reports, live video interviews and winning rounds, photography, plus feature stories and informative columns.

For 35 years, the Menlo Charity Horse Show has been home to top show jumping and horse showing in Northern California! In fact, the Menlo show was named Nor Cal Horse Show of the year for six consecutive seasons from 2000 through 2005.

"This was a very easy decision," said PhelpsSports.com Executive Director Kenneth Kraus. "We've always wanted to expand our membership base in Northern California, and getting a chance to team up with Menlo gives us an opportunity to do just that at one of the nation's finest horse shows."

PhelpsSports.com has enjoyed a rapid growth in its subscription rate and the support of numerous advertisers. "With this type of instant success, it seems appropriate to give back to the equestrian world that has been so supportive of the site," said Mason Phelps, Jr., the President of the web site. "PhelpsSports.com has provided sponsorship to a growing roster of topnotch events and athletes, and we will continue to seek appropriate venues for other sponsorships in the equestrian world. The Menlo show is a perfect fit for PhelpsSports.com."

"We're very pleased with the caliber of events and athletes that we've sponsored so far and we've gotten great feedback already on these sponsorships," Phelps said. "People in the horse world like to see successful equestrian businesses provide support to quality equestrian events and hard working athletes. PhelpsSports.com gains exposure and the events and athletes receive some additional help to make their plans and goals bigger and better. It's worked out well for all involved and we're now looking forward to teaming with the folks at Menlo to make that happen again."

All division champions at this year's Menlo Charity Horse Show will receive an additional bonus to their trophies, blue ribbons and prize money - every champion - of every division will also receive a free one-year membership to the PhelpsSports.com website.

Champions will be presented with a mail-in membership card when they receive their tri-colors. Winners who are already PhelpsSports.com members, or who win more than one championship and membership, will be allowed to gift their awards to friends or family.

Additionally, PhelpsSports.com will donate a number of memberships to the horse show's charity auction.

Alden Corrigan, the public relations liaison for the show said of this new affiliation, "To be in partnership with PhelpsSports.com at Menlo is a win-win. The PhelpsSports.com subscribers get a chance to learn about the most profitable charity horse show in the country, and our exhibitors, committee members, sponsors and spectators learn about PhelpsSports.com, and hopefully become members. All of which ultimately helps promote the horse industry nationally. As a charity horse show that really delivers on the bottom line," she added, "we could never have retained such a prestigious firm, so to have them come aboard as a partner with their news web site is fabulous."

When asked about what makes the Menlo Charity show her favorite show, Corrigan, who has been involved for over 18 years, stated: "The 150 plus volunteers on the horse show committee that are so passionate about making Menlo the very best show it can be. And, the extremely generous corporate sponsors, whether it is underwriting the Friday night dinner and silent auction, donating amazing awards, or holding in store events, with proceeds from the sales going to Vista Center for the Blind and Visually Impaired, our charity."

The Vista Center for the Blind and Visually Impaired, was founded in 1936 on the conviction that sight loss need never be a barrier to self-reliance, self-esteem, or quality of life, The center is the primary resource in Santa Clara and San Mateo Counties for those with severe loss of vision. The Peninsula Center for the Blind and Visually Impaired enables clients to achieve their highest potential through programs that promote independence and improve quality of life.

"Vista Center was selected 17 years ago because the committee felt that we wanted a charity to identify with, and one that needed financial help," explained Corrigan. "Some of the Club members as well as committee members had been, or were still on Vista Center's Board. Vista was having growing pains and had more demands on them than they could handle," she said. "They didn't have the man power or the dollars to meet the demands of the growing population of the blind and visually impaired. We thought we could help, and we have."

"The awards and their presentation are very special to us at Menlo too," Corrigan added. "We really do it up right. Awards are gift wrapped, presented by committee members, announced, and listed in the program for every class. Each award has note inside the box stating who donated the award, with their address and asks that the winners please send a thank you note. You won't see an exhibitor not picking up a ribbon at Menlo, there is too much loot to go along with it!" she laughed.

The Menlo Charity Horse Show, held at the Menlo Circus Club in Atherton, CA, features three rings of action, plus fabulous food on the grounds and nearby. Shopping enthusiasts should be prepared for some great boutiques offering equine apparel, horse care products, home furnishings, fine jewelry, plus the Shows' commemorative T-shirts and sportswear and much more.

"The Menlo Circus Club is one of a kind," said Corrigan. "It offers two rings on the grass polo field (very uncommon on the West Coast) separated by a long tent with box seats, as well as a brand new sand ring. Also, an understated, yet elegant club house is open to the public for this one week each year. Plus, we have a great zip code," she smiled. "The Circus Club is located in the exclusive residential neighborhood of Atherton."

"We are honored to have PhelpsSports.com as our partner in this," Corrigan said. "To be in the company of WEF, the World Cup and Devon is a coup for a West Coast show. You may have noticed that there is a friendly rivalry between the East and West coast, although we do have the AHJF/WCHR Professional of the Year, John French out here," she laughed. "So to get recognition from PhelpsSports is the ultimate nod of approval to our show, and to the West Coast. I am a subscriber to Phelps, and I think it is the best kept secret out here. Once I show the PhelpsSports.com website, and Hildegard of course, to people out here, they are hooked and sign up for a membership!"

"It's like one-stop shopping. I can go to the Phelps website and find everything I want to know. I still think your video piece on the World Cup horses getting on the plane in Palm Beach was amazing. I was actually going to the World Cup, and after seeing that clip, I couldn't wait to get there!" Corrigan said. "I thought the PhelpsSports.com coverage of the EHV outbreak was not only informational, but reassuring."

The 2007 Menlo Charity Show will take place on August 7-12, 2007, and PhelpsSports.com will provide daily coverage.

For more information about the show, you can visit their website at: <http://www.menlohorseshow.com/index.html>

For information about PhelpsSports.com and to sign up for a membership, stop by the website at: www.PhelpsSports.com



Photo Credit: Keri Kampsen riding Altitude, winners of the 2006 \$40,000 San Jose British Motors Grand Prix at the Menlo Charity Horse Show Photo (C)2006 by Dirk Gallian - Jump Shot Photography - Menlo Directors Chair, photo by Gail Morey