

For Immediate Release –

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Endel Ots and Barbie Asplundh Win Sho Clothes Sponsored Jog at 2010 Palm Beach Dressage Derby CDI

West Palm Beach, FL (March 12, 2010) – Dressage riders at the 2010 Palm Beach Dressage Derby turned out in their finest red carpet jog attire during the Sho Clothes sponsored CDI jog, with the hopes of joining the “Best Dressed” jog list. Thanks to their stylish, yet classic wardrobe choices, Endel Ots won the best male turnout while Barbie Asplundh took home the award for best female turnout.

The jog winner’s fashion sense earned each a \$100 gift certificate from Sho Clothes, a dressage boutique in Wellington. “I dressed in a suit and tie that matched my horse Playboy,” said 23-year-old Ots, who rides with Kassie Barteau. “I think it is important to uphold the tradition of the sport and dressing for the jog does that.”

Asplundh, who competed Rising Star at the Dressage Derby, wore a coordinated shirt and slacks, with a jacket complimented by a matching straw hat. “I love Sho Clothes and I love shopping there,” said an excited Asplundh, following her jog win.

Sho Clothes owners Michele Hundt and Betsy Rebar Sell were pleased to sponsor the Palm Beach Dressage Derby CDI jog. “Fashion in the dressage world is what we are known for, and it is always wonderful to see the dressage riders turned out so nicely. It is a long-standing tradition to dress for the jog, and it is exciting to see that the riders still care about it and enjoy dressing the part,” said Rebar Sell, who was on hand to present the Sho Clothes gift certificates to Ots and Asplundh.

Sho Clothes, an upscale dressage boutique in Wellington, specializes in the latest and most fashionable dressage apparel for show and play. The Sho Clothes Sho Room, located at 3220 Fairlane Farms Road in Wellington, boasts a wide variety of the finest dressage riding clothes, apparel, jewelry and dressage

accessories available. Sho Clothes also offers a mobile boutique that travels to dressage shows.

In addition to sponsoring classes throughout the year at West Palm Beach's world-class dressage shows, Sho Clothes also hosts a monthly get together called Shop Talk. Held the second Tuesday of every month, Shop Talk has become a hot spot for riders to gather with top professionals in the equine industry.

For more information on Sho Clothes call 561-319-2121 or visit their website at www.shoclothes.com.



Endel Ots (left) won the best male turnout at the Palm Beach Dressage Derby CDI jog. Betsy Rebar Sell (right), of Sho Clothes, Wellington's premiere dressage boutique and sponsor of the jog, awarded Ots with a gift certificate to the dressage boutique. (Photo courtesy of JRPR-no photo credit needed.)



Barbie Asplundh (right) won the best female turnout at the Palm Beach Dressage Derby CDI jog thanks to her smart outfit and matching hat. Betsy Rebar Sell (left), of Sho Clothes, Wellington's premiere dressage boutique and sponsor of the jog, awarded Asplundh with a gift certificate to the dressage boutique.