

FOR IMMEDIATE RELEASE

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Peter Wylde Selects the Dobbin Group

New London, New Hampshire – October 10, 2011 – The Dobbin Group, a public relations firm that focuses on the equine industry, is pleased to announce that Peter Wylde has joined the agency's family of clients in the Talent Management practice. An Olympic gold medalist and veteran international showjumping competitor, Wylde is an outstanding figure and a well-respected voice in the global equestrian community.

Recognized and acknowledged as a consummate horseman, Wylde was the subject of trainer Joe Dotoli's 2010 book *Wylde Ride: A Horseman's Story*, chronicling his ascent through the ranks from dedicated pony rider to Olympic gold medalist. In addition, Wylde was recently featured in two books out this year: Denny Emerson's *How Good Riders Get Good: Daily Choices that Lead to Success in Any Equestrian Sport*, and *Unbridled Passion: Show Jumping's Greatest Horses and Riders*, by Jeff Papows.

As a junior, Wylde won the New England Horseman's Council Equitation Finals and the prestigious ASPCA Maclay Finals. In 1999, he was named the United States Olympic Committee's Male Equestrian of the Year and won the Individual Silver Medal at the Pan American Games. In 2002, Wylde won the Individual Bronze Medal at the World Equestrian Games and in 2004 he rode Fein Cera as a member of the United States Equestrian Team winning the Olympic gold medal in Athens.

Wylde is now based in Elmpt, Germany where he spends a significant amount of time training students and horses at his state of the art facility Stall Lenhsen, and competing throughout Europe. Despite his expatriate status, he remains active in identifying and

guiding the future generations of America's top show jumpers in his role with the USHJA's Emerging Athletes Program which provides the most talented up and coming riders the opportunity to advance their horsemanship and riding skills under the tutelage of top competitors and trainers from the U.S. Peter's unique situation as a top competitor and trainer in Europe and the United States afford him a valuable global view of the equine industry.

About The Dobbin Group

The Dobbin Group is a communications firm dedicated to creating strategic, results-oriented public relations and marketing campaigns for clients in the equine industry. We design custom communications programs driven by our client's business goals and integrated seamlessly into all of their marketing and advertising efforts. We bring a blend of business acumen and industry knowledge to bear on each client relationship, helping clients to position, prepare, implement and win.

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