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Tredstep Ireland Unveils the Raphael Riding Boot - Redefining a Classic

Innovative Design Creates a New Category in Traditional Riding Boots

DUBLIN, IRELAND - 30 March 2012 - Tredstep Ireland this month introduced the Raphael, a European-style riding boot that transcends traditional design to set a new standard in classic elegance and performance. Unlike any other boot available today, the Raphael represents an entirely new design aesthetic and unprecedented performance level for riders of all disciplines.

Traditional riding boots require a lengthy break in time, which can be uncomfortable for the rider. The Raphael is engineered with Tredstep's sophisticated Pro-Flex design featuring a soft leather panel fitted snugly at the instep which moves with the ankle creating a superior, streamlined fit that eliminates break in time altogether and allows the rider to go from 'the box to the show ring' with complete comfort. A discreet rear stretch panel, flexible spine and top gusset ensure a refined, custom-looking silhouette, while exquisite Italian Aniline calfskin leather give the Raphael its polished finish.

"The Raphael raises the bar of our Renaissance Collection, and the industry in general, by improving the function of a traditional riding boot, while retaining its classic style," said Aidan Keogh, Tredstep Managing Director and designer of the Renaissance Collection. "The Raphael boot is the epitome of a classic, enlightened with modern technology."

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About the Renaissance Collection

The Raphael is the newest addition to the company's popular Renaissance Collection of riding boots, which includes the Tredstep Donatello Field Boot and the Tredstep daVinci Field Boot as well as the Giotto Paddock Boot.

Tredstep's Renaissance Collection is a rebirth of beautiful classically designed boots reinterpreted to offer the rider unparalleled performance, comfort, and fit. They incorporated the first ever design of a top class tall boot, which flexes with the rider, enhancing the effectiveness and comfort of the riding experience. This innovation is enveloped in exquisite leather and beautiful lines offering unsurpassed sophisticated luxury.

About Tredstep Ireland

In 1993, Irish entrepreneur and Three-Day Event rider Aidan Keogh saw the need for a better half chap, and set out to create his own. A former design student who studied fine arts, Keogh believed that he could improve the comfort and performance of riding wear, while respecting the traditions of a Centuries-old sport. His product eventually redefined the market and brought half-chaps to the mainstream where they are now standard equipment for every rider. Along the way he created Tredstep Ireland, a company driving innovation, but ever respectful of the traditional roots of equestrian sport.

The company now offers a complete collection of chaps, boots and accessories to make the riding experience more enjoyable. For more information on our products, please visit us at <http://www.tredstep.com>.