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Tredstep Ireland Sponsors Olympic Hopefuls from USA, IRL and NZ

Presents 'The Road to the Olympics' via Social Media

Dublin, Ireland – 30 March 2012 – Tredstep Ireland is pleased to announce the sponsorship of three talented and exciting Three-Day Event riders who are making their mark at the top level of the sport: Sharon White of the USA, Aoife Clark of Ireland and Caroline Powell of New Zealand are joining Tredstep's team as they pursue their Olympic goals.

Sharon White, originally from Fort Belvoir, VA is an established advanced level Three-Day Event rider for Last Frontier Farm. In 2011, Sharon was the recipient of the Rebecca Broussard International Developing Rider Grant which assists riders with travel expenses for international events. This spring, Sharon plans on taking mount Rafferty's Rules to Rolex Kentucky CCI**** in April and is aiming for the London Olympics.

Aoife Clark, a UK-based event rider from Co Kildare, is a member of the Irish Three-Day Event squad from which their Olympic team will be chosen. With successful 2011 and 2010 show seasons under her belt, Aoife was a top contender for the team. She has had multiple top 10 placings at three star events, Aoife went clear cross country on her Badminton debut in 2011 and will be hoping for a good result at Badminton in 2012 with her sights set on London.

Caroline Powell of New Zealand is currently ranked 15th in the world and has quite the track record with mount, Lenamore. The two have been in the top-10 ranking for the past 10 years. Caroline plans to join the New Zealand Three-Day Event Team following a

successful Badminton in May. Lucky for Caroline, she has also qualified one other mount for London, reassuring her spot on the team.

Tredstep Ireland is thrilled to have these Three-Day Eventers joining their group of sponsored riders, and looks forward to following their paths to the Olympics. Sharon and Aoife will be competing at team trials at Rolex and Badminton respectively and in the build up to these two events they will be posting a weekly diary on the Tredstep Facebook page so fans can follow their progress. Fans will also be able to follow Sharon and Aoife's experiences on their websites at <http://www.lastfrontierfarm.com/> and <http://www.aoifeclarkeventing.co.uk/>.

For updates from all of Tredstep's sponsored riders please follow Tredstep's Facebook page and blog at www.tredstepireland.com.

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 including the newly released Raphael tall boot of their superior Renaissance Collection, to make the riding experience more enjoyable. For more information on our products, please visit us at <http://www.tredstep.com>.