

DOVER SADDLERY INC

FORM 8-K

(Current report filing)

Filed 02/25/10 for the Period Ending 02/25/10

Address	525 GREAT ROAD LITTLETON, MA 01460
Telephone	978-952-8062
CIK	0001071625
Symbol	DOVR
SIC Code	5940 - Miscellaneous Shopping Goods Stores
Industry	Apparel/Accessories
Sector	Consumer Cyclical
Fiscal Year	12/31

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported):

February 25, 2010

Dover Saddlery, Inc.

(Exact name of registrant as specified in its charter)

Delaware

000-51624

04-3438294

(State or other jurisdiction
of incorporation)

(Commission
File Number)

(I.R.S. Employer
Identification No.)

525 Great Road, P.O. Box 1100, Littleton,
Massachusetts

01460

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code:

978-952-8062

Not Applicable

Former name or former address, if changed since last report

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 7.01 Regulation FD Disclosure.

On February 25, 2010, Dover Saddlery, Inc. today announced preliminary total revenues for the fourth quarter ended December 31, 2009, as summarized in a press release dated February 25, 2010. A copy of the press release is attached and is being furnished as Exhibit 99.1 to this Current Report on Form 8-K.

Item 8.01 Other Events.

On February 25, 2010, Dover Saddlery, Inc. today announced preliminary total revenues for the fourth quarter ended December 31, 2009, as summarized in a press release dated February 25, 2010. A copy of the press release is attached and is being furnished as Exhibit 99.1 to this Current Report on Form 8-K.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 February 25, 2010 Press Release

The information and exhibits submitted in this Report are and shall be deemed to be furnished to the Securities and Exchange Commission, and shall not be deemed to be "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended.

The press release attached as Exhibit 8.1 to this Report includes "forward-looking statements" within the meaning of section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, including without limitation statements made about the Company's preliminary operating results for the fourth quarter and full fiscal year 2009, any implications or inferences regarding the audited numbers for quarterly and annual revenue and profitability, and the business outlook for fiscal 2010. Although the registrant believes that the expectations reflected in such forward-looking statements are reasonable at this time, it can give no assurance that such expectations will prove to have been correct. Actual results could differ materially based upon a number of factors including those identified in the press release.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dover Saddlery, Inc.

February 25, 2010

By: /s/ Michael W Bruns

Name: Michael W Bruns

Title: Chief Financial Officer

Exhibit Index

<u>Exhibit No.</u>	<u>Description</u>
99.1	February 25, 2010 Press Release

Janet Nittmann
jnittmann@doversaddlery.com
Tel 978 952 8062 x218

For Immediate Release

Dover Saddlery Announces Preliminary Revenues for Fourth Quarter 2009

LITTLETON, MA – February 25, 2010 – Dover Saddlery, Inc. (NASDAQ: DOVR), the leading multichannel retailer of equestrian products, announced today that preliminary total revenues for the fourth quarter ended December 31, 2009 exceeded revenues in the fourth quarter of 2008 by 3.6%, increasing to \$22.1 million.

“We are very pleased that our marketing strategy and optimal in-stock position has been fruitful, particularly in light of the difficult retail environment,” said Stephen L. Day, president and CEO of Dover Saddlery. “The revenue numbers presented are preliminary and we will be reporting the audited fourth quarter and full year 2009 results on March 30, 2010.”

About Dover Saddlery, Inc. Dover Saddlery, Inc. (NASDAQ: [DOVR](#) — [News](#)) is the leading multichannel retailer of equestrian products in the United States. Founded in 1975 in Wellesley, Massachusetts, by United States Equestrian team members, Dover Saddlery has grown to become The Source® for equestrian products. Dover offers a broad and distinctive selection of competitively priced, brand-name products for horse and rider through catalogs, the Internet and company-owned retail stores. Dover Saddlery, Inc. serves the English rider and through Smith Brothers, the Western rider. The Source®, Dover Saddlery® and Smith Brothers® are registered marks of Dover Saddlery.

For more information, please call 1-978-952-8062 or visit www.DoverSaddlery.com.

Forward-Looking Statements

This press release includes “forward-looking statements” within the meaning of section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, including without limitation statements made about the Company’s preliminary operating results for the fourth quarter and full fiscal year 2009, any implications or inferences regarding the audited numbers for quarterly and annual revenue and profitability, and the business outlook for fiscal 2010. All statements other than statements of historical fact included in this press release regarding the company’s strategies, plans, objectives, expectations, and future operating results are forward-looking statements. Although Dover believes that the expectations reflected in such forward-looking statements are reasonable at this time, it can give no assurance that such expectations will prove to have been correct. These forward-looking statements involve significant risks and uncertainties, including those discussed in this release and others that can be found in “Item 1A Risk Factors” of Dover Saddlery’s Annual Report on Form 10-K for the fiscal year ended December 31, 2008 and its subsequent quarterly reports on Form 10-Q.

Dover Saddlery is providing this information as of this date and does not undertake any obligation to update any forward-looking statements contained in this document as a result of new information, future events or otherwise. No forward-looking statement can be guaranteed and actual results may differ materially from those Dover Saddlery projects.