



Dover Saddlery Announces Grand Opening of First Georgia Store

LITTLETON, MA - August 11, 2008 Dover Saddlery Retail, Inc., a wholly owned subsidiary of Dover Saddlery (Nasdaq:[DOVR](#)), will celebrate the Grand Opening of its new store in Alpharetta, Georgia, during the weekend of October 10-12, 2008. Celebrations will begin with a ribbon-cutting ceremony at 9 a.m. on Friday, October 10.

Equestrians will discover a sparkling new store beautifully merchandized and brimming with the finest brands of riding apparel, tack and horse care supplies. There will be Grand Opening Specials throughout the store and a free drawing to win a \$500 Dover Saddlery shopping spree. Riders can be measured for custom boots and coats or arrange to take home a new saddle for a test ride. Representatives from leading equestrian brands, as well as Dover Saddlery Product Advisors, will be on hand to answer questions, provide advice and give away prizes or free samples!

"We look forward to opening our first store in Georgia and serving the Atlanta area," said Stephen L. Day, president and CEO of Dover Saddlery. "I enjoy seeing the reaction of our customers when they first enter our stores, smell the leather and see the incredible array of products. When I see that positive reaction I know that we have achieved our goal of creating an outstanding retail shopping experience for avid equestrians!"

Store hours during the Grand Opening weekend are 9 a.m. to 9 p.m. on Friday and Saturday and 11 a.m. to 6 p.m. on Sunday. The store is located in the Stonewood Village Shopping Center on 670, North Main Street in Alpharetta. For map and directions please visit www.DoverSaddlery.com

About Dover Saddlery, Inc.

Dover Saddlery, Inc. (NASDAQ: DOVR) is a 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.

Notice Regarding 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. 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.

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