



Dover Saddlery Announces Grand Opening of Crofton, MD Store

LITTLETON, MA –November 8, 2006 Dover Saddlery Retail, Inc., a wholly-owned subsidiary of Dover Saddlery (Nasdaq: DOVR), announced today that the Grand Opening of its new Crofton, Maryland store will take place December 1-3. Equestrians are invited to join in the Grand Opening celebration starting with a ribbon-cutting ceremony at 9am on Friday, December 1.

The Crofton store situated on Route 3, is easily reached from Baltimore, Annapolis or Washington. The store, at the site of a former Dominion Saddlery store, has been expanded by 50 per cent and completely remodeled and refurbished to accommodate an extensive Dover Saddlery selection of English tack, apparel and horse care supplies.

"After the recent opening of our first store north of Baltimore in the Hunt Valley, we now look forward to serving customers in the area south of Baltimore," said Stephen L Day, president and CEO of Dover Saddlery. "We trust that previous Dominion Saddlery store customers will be delighted with the new and much larger store."

During the Grand Opening celebrations, equestrians will find Grand Opening Specials throughout the store and can enter to win a \$1,000 Dover Saddlery shopping spree. All the leading brands will be represented, including Ariat, Bates, Charles Owen, GPA, Grand Prix, Hermes, Herm Springer, Jaguar, Joules, Mountain Horse, Passier, Pessoa, Pikeur, Prestige, Rambo, Tad Coffin, Tailored Sportsman, and Weatherbeeta. Customers attending the ribbon-cutting ceremony will be treated to an appearance of a Knight and Maid of Honor from the Maryland Jousting Association, appropriate as the State Sport of Maryland is jousting. For more information including hours and directions go to www.DoverSaddlery.com.

About Dover Saddlery, Inc.

Dover Saddlery, Inc. (Nasdaq: DOVR) is the largest direct marketer 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.

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