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DOVER SADDLERY INC

FORM 8-K
(Current report filing)

Filed 02/27/12 for the Period Ending 02/22/12

Address	525 GREAT ROAD LITTLETON, MA 01460
Telephone	978-952-8062
CIK	0001071625
Symbol	DOVR
SIC Code	5940 - Miscellaneous Shopping Goods Stores
Industry	Retail (Specialty)
Sector	Services
Fiscal Year	12/31

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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 22, 2012

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 2.02 Results of Operations and Financial Condition.

On February 22, 2012, Dover Saddlery, Inc. projected preliminary unaudited revenues for the twelve months ended December 31, 2011, as summarized in a press release dated February 22, 2012. 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 7.01 Regulation FD Disclosure.

On February 22, 2012, Dover Saddlery, Inc. projected preliminary unaudited revenues for the twelve months ended December 31, 2011, as summarized in a press release dated February 22, 2012. 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 22, 2012 Press Release

The information and exhibits submitted in this Report are and shall be deemed to 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 99.1 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 audited numbers for quarterly and annual revenues, operating results and profitability, the business outlook for fiscal 2012. 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.

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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 22, 2012

By: /s/ David R. Pearce

Name: David R. Pearce
Title: Chief Financial Officer

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Exhibit Index

Exhibit No.	Description
99.1	February 22, 2012 Press Release

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

Dover Saddlery Announces Preliminary, Unaudited Revenues for 2011

LITTLETON, MA — February 22, 2012, Dover Saddlery, Inc. (NASDAQ: DOVR), the leading multi-channel retailer of equestrian products, announced today preliminary, unaudited revenue results for the full year ended December 31, 2011. The Company will release full financial results on or about March 27, 2012.

For the fiscal year ended December 31, 2011, total unaudited revenues increased 3.5% to approximately $80.9 million from $78.2 million achieved in the year ended December 31, 2010. Retail sales in 2011 increased 17.3% to approximately $30.5 million from $26.0 million achieved in the prior year.

"We opened two new stores in 2011 in Parker, Colorado and Libertyville, Illinois, and both of these stores are performing extremely well," said Stephen Day, president and CEO of Dover Saddlery. "I am very pleased to report that same-store sales were up 11.0% for 2011, showing how much our customers appreciate our legendary customer service and broad selection of high quality merchandise."

About Dover Saddlery, Inc. Dover Saddlery, Inc. (NASDAQ: DOVR — News) is the leading multi-channel 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 .