



## **Dover Saddlery Celebrates Successful Grand Opening in Alpharetta, Georgia**

LITTLETON, MA -October 13, 2008 Dover Saddlery Retail, Inc., a wholly owned subsidiary of Dover Saddlery (Nasdaq:DOVR), is pleased to announce the very successful grand opening of its new store in Alpharetta, Georgia, this past weekend. The festivities began Thursday evening with a VIP reception that welcomed more guests than at any previous Grand Opening reception. Bezie Madden, Olympic Gold medalist was the guest speaker and the line to receive an autographed poster was almost out the door!

During the Grand Opening weekend customers had the opportunity to meet with manufacturers' representatives, learn about new products, receive free samples and giveaways and enter to win a \$500 Dover Saddlery shopping spree.

Stephen L. Day, president and CEO of Dover Saddlery, commented, "It was clear to me that equestrians who live in the Atlanta area, are delighted that they can now shop in a Dover store. Store sales were extremely strong throughout the weekend, with several customers returning everyday! The Grand Opening was a great success especially considering the current retailing climate. In fact the sales for the weekend were at an all-time record for this store category."

The Dover Saddlery store in Alpharetta offers a very wide selection of fine equestrian products from all the leading brands. In addition, customers can be measured for custom boots and coats and can order personalized and monogrammed horse clothing. Dover offers its 100% customer satisfaction guarantee on all items sold in the store - just as for all items sold by mail order or online.

For store directions and hours please visit [www.doversaddlery.com](http://www.doversaddlery.com).

### **About Dover Saddlery, Inc.**

Dover Saddlery, Inc. (Nasdaq: DOVR) 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](http://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.

Janet Nittmann  
[jnittmann@doversaddlery.com](mailto:jnittmann@doversaddlery.com)  
Tel 978-952-8062 x218