



Dover Saddlery Announces New Store Opening in Warrington, Pennsylvania

LITTLETON, MA -- (MARKET WIRE) -- 03/12/12 -- Dover Saddlery Retail, Inc., a wholly owned subsidiary of Dover Saddlery (NASDAQ: DOVR), today announced plans to open a new store in Warrington, Pennsylvania in late spring 2012.

Located approximately thirty miles north of the Philadelphia, the new Dover Saddlery store will service the Bucks County equestrian market. From basic riding essentials to hard-to-find products and all the leading brands, this full service store will be brimming with English riding apparel, tack and horse care items.

Stephen L. Day, president and CEO of Dover Saddlery, commented, "I believe both our existing direct customers and new retail customers will be delighted with the extensive product selection that this new store will offer, as well as our outstanding level of customer service."

Details of the Grand Opening, directions and hours will be announced on the Dover Saddlery website at 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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