



Dover Saddlery Announces Grand Opening of Libertyville, Illinois Store

LITTLETON, MA - August 22, 2011- Dover Saddlery Retail, Inc., a wholly owned subsidiary of Dover Saddlery (Nasdaq: DOVR), announced it will be celebrating the Grand Opening of a new store in Libertyville, Illinois this fall. Libertyville, approximately forty miles north of Chicago, has been determined by the Dover Saddlery store optimization model to be an excellent location with very high English equestrian activity.

Dressage, hunter/jumper riders and eventers will be treated to an outstanding selection of riding apparel, tack and horse care supplies all beautifully merchandised and presented throughout the store along with demo saddles for test rides, and additional services such as custom boot and coat fittings.

"Our retail store staff look forward to welcoming our long-time direct customers and new retail customers to our new store and providing the outstanding customer service for which Dover is renowned," said Stephen L. Day, president and CEO of Dover Saddlery. "I personally am looking forward to meeting fellow equestrians during our Grand Opening celebration."

The new Dover Saddlery store will offer the greatest selection of fine English tack, riding apparel and horse care supplies, from all the leading international brands as well as Dover Saddlery exclusive brands. Brands offered will include Alessandro Albanese, Animo, Ariat, Bates, Charles Owen, Custom Saddlery, Devon-Aire, Eskadron, Equifit, Essex, Goode Rider, GPA, Grand Prix, Herm Sprenger, IRH, Joules, Kerrits, Marcel Toulouse, Mikmar, Mountain Horse, Newmarket by Horseware Ireland, Passier, Pessoa, Pikeur, Point Two, Rambo, Rhino, Samshield, SSG Gloves, Stubben, Tad Coffin, Tailored Sportsman, Tipperary, TuffRider and Vespucci.

The Grand Opening date of the Libertyville store will be announced shortly. Following the Grand Opening in Libertyville, Dover Saddlery will have a total of fifteen retail stores. For more information including hours and directions, go to www.DoverSaddlery.com. To order a free Dover Saddlery catalog call 1-800-989-1500.

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.

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