

EXCITEMENT BUILDS IN CENTRAL FLORIDA

Ocala, September 18, 2007

Central Florida is gearing up for the Florida Equine Capital Expo happening mid-November at Hits Post Time Farm in Equine Capital Ocala, Florida. This grand event is attracting industry stars, entertainers, major manufacturers, breed associations, premium farms, horse enthusiasts and festival goers from all over the State of Florida and country.

The Florida Equine Capital Expo is a new annual fund drive event established to support the financial operational demands of the Horses 'N' Heroes charitable free program. Horses 'N' Heroes bring love and happiness to underprivileged little girls through a heartwarming free charitable program. Little girls from low income families are no different than any other little child. They long for love, happiness and that special bond between themselves and that cherished little pony. Unfortunately many little girls are unable to ever experience that loving relationship. Horses N Heroes is changing all that by giving little girls and unwanted ponies and horses an opportunity they would never have.

The public will be able to enjoy the entire weekend of festival fun. On Friday, November 16th, the public will have free access during the day to take advantage of serious holiday shopping. Products will impress even the most distinguished shopper. Products will range from clothing, to holiday gifts, to horse trailers, saddles & tack, beautiful artwork and crafts plus everything in between. The food court will keep everyone satisfied with a great selection of tasty meals and delicious treats. And kids will have the time of their lives meeting Movie Stars Cupid & Arrow and experiencing the Kids program.

Star Horse Trainers will not perform on Friday. This will allow shoppers the opportunity to concentrate solely on visiting world famous horse experts in their booths and buying fantastic vendor products. Friday afternoon Bob Jeffreys & Suzanne Sheppard will debut their new contest "Wind Rider Equestrian Challenge" where equestrian competitors must "ride like the wind or get blown away!" This is a new premium contest that offers horse competitors impressive challenges of navigating an obstacle course for prize money. It is exciting entertainment for the whole family to enjoy.

The Star line up of expertise is awesome! While attending the expo over the weekend, you will be able to visit all of the star trainers firsthand and learn from their training performances. Back by popular demand, the world traveling favorite equine extremist, Tommie Turvey, returns for the 4th year to Florida to perform in the VIP Charity Gala, Dinner In The Dirt™. That means unbelievable entertainment including fire jumping, chariot races and extreme comedy! You can read more about Dinner in the Dirt™ by visiting www.DinnerInTheDirt.com.

Star headliners joining Tommie include World Famous Pat & Linda Parelli, Josh Lyons, Curt Pate, Jane Savoie, Stacy Westfall, Bob Jeffreys & Suzanne Sheppard, Ross & Dawn Falisi, Carole Fletcher, Jimmy Driver, Steve Rother, Equine Podiatrist Dr. KC La Pierre, The Famous 8 Horse Priefert Hitch "Texas Thunder" and Stars from Medieval Times Castle. Workshops will be held by trail riding icons Janine & Jim Wilder, trailer safety experts Neva & Tom Scheve, equine tax expert Pat Hurley, Australia's favorite saddle fitting expert Colin Dangaard, Debi Metcalfe of Net Posse, Dr. Mary Beth Stanton specializing in equine reproduction, Donna Mastrianni of Donne & Cavalli focusing on skin care for the equestrian athlete plus the University of Florida will add an array of educational seminars and workshops.

TV Star and Award Winning Chef Randall White will prepare the "in the dirt" gourmet dinner for Dinner In The Dirt™. Plus Chuck Howard's newest singing artist, Floridian Brad Henley, will bring his country tour to Ocala to add Nashville country flare with his new country hits – "You", "I think she loves me" and "Sweet".

World class companies are sponsoring the event. The sponsor lineup includes SunTrust Bank, Hilton, Promat, Horizon Structures, Coast To Coast Trailers, Marriott, Vallery Custom Homes, The Oaks at Lake City, Community

Bank of Marion County, Triple Crown Nutrition, Southern States, Central States Enterprises, SunCoast Bedding, Futurity Precise, University of Florida, Central Florida Community College, Medieval Times, Equestrian Style Magazine, Ocala4Sale.com, ShowLife Magazine, Hoofbeats, HorseCity.com, Horse Capital Digest, Southeast Equine Magazine, The Equine Journal, Horse & Pony News, Reins & Manes, Comfort Suites, Rassy Ltd. Paso Fino Horses, WR Ranch, The Pelton Vanners, Red Roof Inn and Comfort Suites.

You can help support Horses 'N' Heroes by attending the expo during the weekend of November 16-18, 2007. The expo will be held at Hits Post Time Farm, 13710 US Highway 27 in Ocala, Florida. Tickets are now on sale online at www.FloridaEquineCapital.com or call the Box Office 1-877-772-5425. Tickets will also be on sale at the gate but not for the discounted price.

Horses 'N' Heroes is a 501 C 3 non profit organization. HorseSmartSeries Inc., located in Ocala, is producing the event. The Florida Equine Capital Expo event tickets, vendor applications, and sponsor packages are available at www.FloridaEquineCapital.com.

Save on advance ticket discounts – Adult Day \$15, Adult Weekend \$25, Senior 65+ Day & Kids Day (5-12) \$7, Senior 65+ Weekend & Kids (5-12) Weekend \$12, Friday Night Dinner In The Dirt™ Bleacher Seating \$10 (no dinner), VIP Dinner In The Dirt™ Ticket \$150 and VIP Dinner In The Dirt™ Table for 10 - \$1500.

Silent Auction item donations are greatly appreciated. Volunteers are needed. For more general information call 352-390-3393 or email us at info@FloridaEquineCapital.com.