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JPC launches ANNIE AIR-CONDITIONED JODHPURS, a winning design from its Young Rider Design-a-Breech Competition

English Riding Apparel

JPC has launched the winning design from the 8-13 years category of its successful Young Rider Design-a-Breech Competition held last year. Annie Kozlowski's winning entry was a jodhpur with a strip of fabric mesh down the outer side of the legs to keep the rider cool by allowing easy air circulation.

Launched under the TuffRider brand, Annie air-conditioned jodhpurs are the answer to a kids dream. Made in a cool and lightweight Aerocool fabric, these low rise jodhpurs have super-stretch, highly ventilated moisture wicking polyester fabric side panels for enhanced breath ability. The perfect warm weather jodhpurs, Annie air-conditioned jodhpurs come with a side zip for added comfort and styling.

Annie Kozlowski was invited to the February 2006 Atlantic City show and spent time at the JPC Equestrian booth, getting a feel of the equestrian business world. The press in her hometown of Port Republic, NJ, covered her winning achievement and made her into a local celebrity.

"We are delighted to be able to convert a winning concept into a manufactured product", says Varun 'Timmy' Sharma, President, JPC Equestrian Inc.

About JPC's Young Rider Design-a-Breech Competition

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The JPC Young Rider Design-a-Breech competition that ended on October 31, 2005, drew an overwhelming response with entries full of innovative ideas, uncommon wisdom and a new way to look at a young rider's apparel needs and expectations.

The distinguished panel of judges had a tough task on hand and this what they had to say:

"I had great fun going through these young rider's ideas and was astonished to see their creativity in functional as well as technical respects."

- Andreas Ibernini, Managing Director of the biggest Swiss equestrian retailer: Felix Bühler AG.

"It was a very difficult task because of the big amount of good ideas...there are a lot of winners!!!"

- Frank Schmeckenbecher, Managing Director of the largest German equestrian catalog company: Pferdesport Krämer GmbH.

"It was exciting to see such a great level of enthusiasm and inventive ideas from these young riders. I enjoyed participating as one of the judges."

- Michele Powers, Co-founder of Dover Saddlery, USA.

The winners in the 14-18 years category were:

1st prize - Katherine Stockwell

2nd prize - Emily Knitter

3rd prize - Stephanie Wilson.

The 8-13 years category had more than one winner for the 2nd and 3rd prizes:

1st prize - Annie Kozlowski

2nd prize - Fiona Boyd, Hana Arch and Kate Marie Larson

3rd prize - Megan Abate, Emilia Branm, Claire Marie Deibert and Jackie Wareham.

According to Varun 'Timmy' Sharma, President, JPC Equestrian Inc., "The contest served as the perfect bridge between us and our target segment. The sheer quality and thinking behind each design was an eye-opener for

us".

While the 1st Prize winners received a \$500 gift certificate for products from JPC Equestrian, six pairs of selected breeches free of cost and the winning breech named after the winner, the 2nd and 3rd Prize winners received gift certificates for JPC Equestrian products worth \$250 and \$100, respectively.

About JPC Equestrian Inc.

JPC Equestrian Inc., is the US distribution arm of JPC, the world's largest manufacturer of equestrian apparel. The company retails through a nationwide network of over 800 outlets offering a range of riding apparel, footwear, horse clothing, saddlery and accessories. Its brands include TuffRider®, Equine Couture™ and Jaipur Polo Company™ and the company is an authorized distributor for Henri de Rivel saddles and saddlery products for the USA. Recently, JPC Equestrian Inc., has introduced the LAS range of riding helmets, designed and manufactured in Italy.

JPC's 150,000 square feet manufacturing facility in Asia employs a skilled workforce of over 1,200 people. State-of-the-art computer information systems and an unmatched manufacturing capability have enabled the firm to produce garments since 1992 that have been sold in 55 countries around the globe. This experience and infrastructure allows JPC to guarantee on-time deliveries for a wide spectrum of styles suiting the needs of riders at all levels and disciplines.

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