



NEW PRODUCT NEWS
FOR IMMEDIATE RELEASE

Media Contact: Janet Grimm
616/896-0245
info@dosequine.com

The Whip Clip™ personal whip holder makes training a snap

JANUARY 2007 - It's a common frustration among horse riders: having to drop the whip to the ground when it's not needed during training and then having to dismount to pick it up when it is needed again. The Whip Clip™ personal whip holder from Dos Equine offers the ultimate solution to this universal problem.

The Whip Clip is a compact (2 ¼" x 1" x 1"), discreet, two-chambered clip that slides into place over the top of the rider's boot or half chaps. When the crop, whip or bat is not needed, the rider inserts it into the clip - safely, securely and near at hand. The clip's larger, upper chamber holds the whip handle or portions of it; the lower chamber secures the whip shaft. When the whip is needed again, the rider can readily retrieve it with one hand from The Whip Clip, without dismounting and while maintaining rein contact with the horse.

The Whip Clip maximizes riding time for pleasure riders as well as riders who regularly train with a whip. Manufactured from a thermoplastic material, The Whip Clip™ is strong enough to hold a whip during a walk, trot or canter, yet flexible enough to allow the whip or crop to be inserted and withdrawn easily. It is designed to accommodate most commercially available horse whips. The Whip Clip's patent - pending design was developed by a horse enthusiast who has spent most of her life on and around horses, training, and riding horses.

The Whip Clip is available directly from Dos Equine at <http://www.thewhipclip.com> or <http://www.dosequine.com>; or by calling 616/ 896-0245. Suggested retail price is \$16.95.

About Dos Equine LLC

Dos Equine LLC is a privately held company that specializes in providing solutions to the unique needs of horse owners, riders and enthusiasts. Based in western Michigan "horse country," the company has access to a multitude of horse breeding, training and boarding facilities for product development and testing, as well as the resources of Michigan State University.

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