

An American Company That Sets A World Standard 

# Did *you* know?

Happy New Year! Professional's Choice is celebrating 2012 by releasing several new products as well as expanding on some of our customers' favorite products with new colors and styles! Below is a quick preview of all of the new products that Professional's Choice has to offer this year.

## Products:

**The Comfort-Fit Air Ride Western Pad** – This top selling Air Ride pad features a seamlessly hand-woven blanket top for a perfect fit that stays in place on your horse's back, as well as a shock absorbing Air Ride core. This year the Comfort-Fit Air Ride Western Pad comes in a new style, "Quest", as well as many new colors in the ever popular original "Alpine" pattern.

## *Quest*



## *Alpine*





**Brittany Pozzi Collection** – Famed horsewoman and two time barrel racing world champion, Brittany Pozzi, has designed a collection of bits for Professional's Choice. Geared towards the barrel racer, this collection is comprised of bits that Brittany uses on her own horses.





## *Combination Series*





## *Lifter Series*







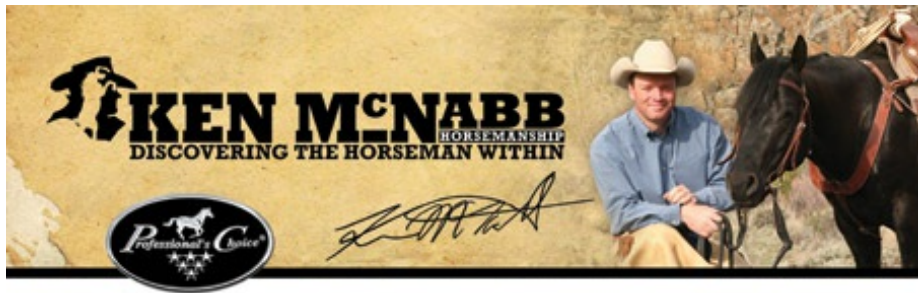
## *O-Ring Twisted Snaffle*



# *Hackamore*



**Ken McNabb** – Clinician and natural horseman Ken McNabb is known for his outstanding ability to turn even the most ornery horse into a willing partner. His new collection of spurs designed specifically for Professional's Choice are essential for any training regime.



## *Signature Spurs*



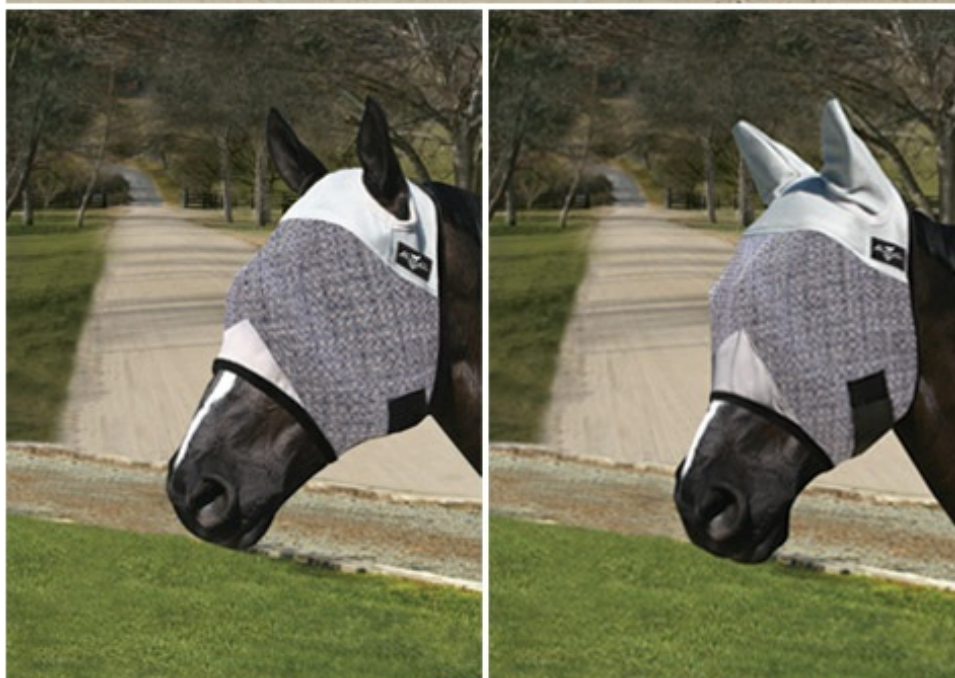
## *Western Spurs*





**Fly Protection** – Made out of an extremely durable, lightweight material with ultra-strong polyester rip-stop technology, Professional's Choice new line of fly protection products includes fly masks, sheets, neck covers and boots. This new line of fly protection products ensures your horse remains comfortable while protecting them from biting insects!

## *Professional's Choice*





## *Equisential*



To locate your nearest Professional's Choice Dealer, call 1.800.331.9421 or visit [www.profchoice.com](http://www.profchoice.com)



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