

FOR IMMEDIATE RELEASE

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SIMPLE SALES SOAR

June 2006 – Since the launch of the new Simple Boot to the world market in January 2006, Simple Boot sales have skyrocketed.

Carole Herder, President of Cavallo declares, “We have already doubled our ambitious sales forecast. We were sold out while the first shipments were still on the water and we have been air freighting large volumes simply to meet the back orders.”

Cavallo CEO Greg Giles, founding managing director and former Chairman of Old Mac’s, confirms that production has been dramatically increased and future shipments have been brought forward to meet this increased demand and provide ample Simple Boot stock in the USA.

In addition to the domestic demand, international sales have far exceeded forecasts. Distributors have been appointed in Australia, New Zealand, Germany, Austria, Switzerland, UK, Italy, Israel, Finland, Japan, Korea, and most recently Columbia, and negotiations are currently underway with other countries.

Leveraging off the enormous knowledge and experience of having developed the original Old Mac’s, Cavallo attributes the universal success of the new Simple Boot to its easy user-friendly nature. There are no unnecessary buckles, straps or gadgets to complicate the basic functional design. The overall acceptance of the bare-foot concept coupled with an attractive retail price of only \$99.95 has made the Simple Boot the “IPOD of the equine industry”.

Cavallo supports retail sales with regular national advertising in consumer publications. An exciting new program scheduled for August issues will see two lucky winners enjoying an all-expense paid trail ride getaway in the majestic Canadian Rockies.

Visit www.cavallo-inc.com or call toll free at 1 877 818 0037 for more information.

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