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Unveiling of the 2010 Alltech FEI World Equestrian Games Trophies to Showcase the Bluegrass

FOR IMMEDIATE RELEASE

DATE: 7/15/2010

LEXINGTON, KY—71 Days to Go—The beauty of the horse and the spirit of the Bluegrass will be showcased in the unveiling of the trophies and medals to be presented to the world champions of the Alltech FEI World Equestrian Games.

Lexington-based luxury gift store and fine trophy provider, L.V. Harkness & Co., has worked intimately with Moser Crystal of the Czech Republic to create team and individual trophies and medals for each of the eight disciplines participating in the Alltech FEI World Equestrian Games.

The 2010 Games will feature eight world championships of equestrian sport and are being held for the first time in the United States September 25-October 10 at the Kentucky Horse Park in Lexington, Ky.

The team trophies were designed to showcase each discipline with the true spirit of the Bluegrass; the Kentucky Horse Park skyline and four-plank fencing provide the background for each of the eight trophies. The trophies took over 14 months to create from start to finish and are valued at approximately \$50,000 each. These truly magnificent works of art are sure to be admired for years to

come.

“The trophies and medals created by L.V. Harkness are not only beautiful, but also showcase Kentucky as the Horse Capital of the World,” said Jamie Link, CEO of the World Games 2010 Foundation. “The world champions crowned during the Alltech FEI World Equestrian Games will have a beautiful piece of the Bluegrass State to take home with them.”

“L.V. Harkness & Co. conceptualized the trophies and the Master Copper Wheel Engraver at Moser brought them to life,” said Whitney Fields, Director of Equine Product Development for L.V. Harkness. “We are happy to talk with a client, realize their vision and develop a product that showcases their passion.”

Margaret Jewett, owner of L.V. Harkness & Co. is no stranger to horses or trophies. In 1891, Jewett’s great-grandfather, Lamon Vanderburg Harkness, purchased Walnut Hall Stock Farm near Lexington, Kentucky; he transformed the farm into the foremost standardbred breeding and racing establishment in the world. Jewett is also the co-founder and on the Board of Directors of the Kentucky Equine Humane Center, an organization dedicated to providing humane treatment and shelter for all of Kentucky’s unwanted equines. A lifetime surrounded by horses, and experience running the finest gift store in the region, taught Jewett how to partner with talented artisans to produce quality trophies that showcase creative design.

“Lexington is my home,” said Jewett. “The best athletes in the world are coming to Lexington —L.V. Harkness & Co. is proud to provide them with the best trophies in the world.”

Photos are available upon request. Please contact Katelyn Rademacher at krademacher@preston-osborne.com.

About L.V. Harkness

Lamon Vanderburg Harkness had a passion for the finest things in life: silver, crystal, boats and horses (to name a few). In addition to many noble activities, L.V. was known to sail around the world on his yacht, Wakiva, searching for and acquiring fine objects to adorn his homes. Today, his great-granddaughter, Margaret (Meg) Jewett, shares his love of standardbreds, objets d’art, and his spirit of adventure. Like her progenitor, Meg enjoys traveling the globe, seeking the unusual “wants” and unique “must haves” that add so much spice to life. It is with great family pride that she shares these treasures through L.V. Harkness & Co.

About the Alltech FEI World Equestrian Games

The Alltech FEI World Equestrian Games are the world championships of eight equestrian disciplines recognized by the Fédération Equestre Internationale (FEI). The Games are held every four years and this will be the first occurrence in the United States. Tickets to the 2010 Games are still available and can be purchased at www.alltechfeigames.com/tickets, at www.ticketmaster.com, through the Ticketmaster hotline at 1-800-745-3000, or at your local Ticketmaster outlet.

The Games will be broadcast on NBC Sports, which marks the largest commitment to network coverage of equestrian sport in U.S. television history. The 2010 Games are expected to have a statewide economic impact of \$167 million, and current sponsors include Alltech, Rolex, John Deere, Ariat International, Inc., Meydan and the University of Kentucky. For more information on the Alltech FEI World Equestrian Games please visit, www.alltechfeigames.com.

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