



**SellTheHorse.com Launches Equine Marketing Service  
in Aiken County for Busy Trainers, Amateurs**

The Virtual Visit™ to the Horse Will Elevate the Buyer's  
Expectations for Viewing Sale Horses Online

FOR IMMEDIATE RELEASE

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Wagener, SC (January 15, 2009) – Scheduled for a full web launch on January 22, SellTheHorse.com is an equine marketing service geared towards helping sellers to put their horse on the fast track to being sold. Offering two different service packages, SellTheHorse.com provides high-impact sales tools for sport and show horses across all disciplines.

The Full Service Package, available now in the Aiken County region, will arrange for a photo/video producer to visit the horse on location to take photos and videos of the sale horse, and create a custom web site and marketing materials for the horse. Founder and President Leo Benjamin explains, “Trainers and amateurs alike don’t have the time to be full time horse marketers, yet they have a lot invested in those horses. Our goal is to remove time and technology as barriers for them in presenting sale horses. Our tool kit will help them reach more buyers, and really show off their horse’s abilities and conformation.”

The second option is the Self-Service Package, where the seller follows our Easy Listing Guide to take the photos and videos herself, and uploads them to our website. This option is available nationwide, and delivers the same great tool kit for sellers, but at a lower cost. We offer a guarantee that if the horse is not sold within the 180 day listing period, the seller may be eligible for a refund.

SellTheHorse.com is rapidly expanding its Full-Service Package to regions throughout the United States—and creating jobs. “In all this economic gloom and doom, we are offering a service that is in great demand and with that comes job opportunities for sales and photography professionals” says Leo Benjamin. “In a competitive marketplace for selling horses, sellers need an edge, and that’s what we can offer them.”

Visit SellTheHorse.com to view our web-based presentation, including the 360 Degree Virtual Visit™ to the horse. It’s an innovation that will change the buyer’s expectations of viewing sale horses online. SellTheHorse.com operates offices in South Carolina and Vermont.

SellTheHorse.com • Home of the Virtual Visit™  
Offices in South Carolina and Vermont