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Press Release

StartBox Online Scoring System chosen as the official event scoring and management software for the *Rolex Kentucky Three-Day Event* presented by Bridgestone.

Equestrian Events Inc. partners with StartBox Online Scoring, LLC to provide the accurate, up-to-the minute scores for competitors and spectators.

Lexington, KY, April 2, 2010: As the only Four Star Three-Day Event held in the Americas, the Rolex Kentucky Three-Day Event presented by Bridgestone is the premier Eventing competition in the United States, the first Four Star to be held outside Europe and one of only six held throughout the world. Rolex Kentucky 2010 has entries for over 65 horses representing nine different countries. Winning the Rolex Kentucky Three-Day Event, a part of the Rolex Grand Slam of Eventing, puts a horse and rider at the top of the sport.

With worldwide interest and \$250,000 in prize money at stake, there is no room for errors or delays in scoring. Event organizers require software that can manage their entries from start to finish. StartBox Online Scoring has been the software package of choice for over 150 events since its creation three years ago. StartBox allows for simple data entry and complex management work, all in a web-based solution that requires no software installation by the end user. Coupled with instantaneous display of scores to rk3de.org, the selection of StartBox Online Scoring for this prestigious event was simple. Jane Atkinson, Event Director, said "I am very excited that Equestrian Events, Inc. is using StartBox Online Scoring to manage our entries, from the beginning of the event to the last ride. I am also thrilled about the additional service we will be providing to our followers with the instantaneous posting of scores for the Rolex Kentucky Three-Day Event, presented by Bridgestone on our website. StartBox Online Scoring software is truly state of the art."

Rolex Kentucky is one of three events in the Rolex Grand Slam of Eventing that awards \$350,000 to the rider who can win, in succession, Rolex Kentucky, along with the Mitsubishi Motors Badminton Horse Trials and the Burghley Land Rover Horse Trials in Great Britain in May and September respectively. The Rolex Grand Slam has only been won once, in 2003 by Pippa Funnell of Great Britain. This year, Oliver Townend of Great Britain, 2009 Badminton and Burghley winner, is competing at Rolex Kentucky, seeking to win the final leg of the Rolex Grand Slam of Eventing.

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