



For Immediate Release:

Happy Hoofwear™ Introduces Revolutionary New Polyurethane Horseshoe

**Multi-Colored Equine Hoofwear Is A Huge Hit
With Young (And Young At Heart) Equestrians**

SARASOTA, Florida—(February 2010)—Not since steel horseshoes were first introduced in ancient Rome has there been a revolution in equine hoofwear to equal the exciting new colorized polyurethane horseshoes, now available and made in the USA, from Happy Hoofwear.™ At last, fashion, science and technology have teamed-up to create a stylish new horseshoe that's not only a colorful statement by both horse and rider, but also healthier for the horse to wear and easy for the professional farrier to fit. It's "win-win-win" for horse, rider and farrier.

"Quality hoof care is one of the most important aspects of caring for your horse," says Happy Hoofwear™ founder, horsewoman Sylvia Norris. " Our mission is to provide a high quality, alternative horseshoe that is good for the horse, easy on the owner's wallet and offers application options to the farrier," she adds. "We believe that owners should educate themselves about their horse's hooves for they are the very foundation upon which you ride."

Young riders, of course, love the bold and colorful choices available from Happy Hoofwear.™ With more exciting colors on the way, they now may choose *Powerful Pink, Lightning Lime, Tantalizing Turquoise, Perfectly Purple, Outrageous Orange, Blazin' Blue, Rockin' Red, & Sunshine Yellow*. For other equestrians, who wish to take advantage of the important benefits of Happy Hoofwear™—while

sporting a more classic and subtle look—the company is pleased to offer **Basic Black & Classic Clear**, with all the same benefits, minus the color.

Norris is proud to share some of the shoes best features: "With Happy Hoofwear™ shoes on their horse, owners can ride with confidence knowing that we spent a lot of time testing our shoes for both traction and wear on all kinds of surfaces and conditions. Happy Hoofwear shoes provide that extra layer of safety and value with 3 strategically located traction areas and in today's economizing world, you won't find a better priced polyurethane shoe on the market."

Ms. Norris also reminded us that it doesn't take an expert to figure out the horse's correct size. "Another convenient option offered by our Company is how easy it is to determine a horse's shoe size," Norris points out. "There's no measuring tape required, no complicated formulas and no confusing European sizes to convert. Simply point and click on your computer, print out the forms for the various U.S. sizes and match your horse's hoof to the one that fits. Job done."

For professional farriers, Happy Hoofwear™ requires no special equipment or extra training. They can use the same tools and nails they would normally and they don't need to read a manual or take a class. In addition, using a Happy Hoofwear™ shoe is easier, because unlike metal shoes, Happy Hoofwear™ shoes are made of polyurethane that is simply filed to get the perfect fit.

Need another reason to ride with a bold splash of color? "When your horse pulls a shoe, your chances of finding it quickly are much easier when it wears Happy HoofWear™ colorized horseshoes," Norris concludes. "That's why we chose the slogan, 'Keep on riding, only in Style.' Because hoof care has never been easier, healthier or more stylishly satisfying."

About Happy Hoofwear™:

Happy Hoofwear™ is a division of Shoo Shoo, Inc. a Florida corporation located in Sarasota, Florida. It's President and CEO is horsewoman Sylvia Norris. For more information about Happy Hoofwear™ visit the Web site at www.happyhoofwear.com or call (941) 343-7087. You can also watch our Certified Journeyman Farrier talk about his experience with our shoes and applications guidelines. We are proud to have an expert, veteran farrier working for us with over 30 years, who also served on the USA Farrier Team for Dressage at the 2010 World Equestrian Games. Sylvia would love to hear your comments and questions. Email her at Sylvia@happyhoofwear.com.

