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## FOR IMMEDIATE RELEASE

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### MDM TAPPED AS EXCLUSIVE LIST MANAGER OF HITCHING POST SUPPLY

August 27, 2009

Spring Hill, KS: Midwest Direct Marketing, Inc. announces **Hitching Post Supply** has awarded the firm exclusive list management.

**21,825 12 Month Buyers**  
**10,092 13-24 Month buyers**

Hitching Post Supply brings their customers the "tools of the tradition" of yesteryear to preserve the old ways of western cowboys and inspired western horsemanship. Rooted in the history of Vaqueros and Buckaroos, Hitching Post Supply stays on the leading edge, inspiring creative new concepts and offering the most creative and decorative products for their customers. They also have the largest music library of 200+ titles of cowboy and western music.

These catalog buyers purchase fine western tack, saddles, western chaps, fine silverwork tack and jewelry, western books and music, as well as braided and bulk horse hair for artisans. Their average age is 45 and have a household income of \$60,000. These are true cowboys and cowgirls.

**Datacard: [http://www.midwestdm.com/Data%20Cards/Hitching\\_Post\\_Supply.pdf](http://www.midwestdm.com/Data%20Cards/Hitching_Post_Supply.pdf)**

For more information please contact Scott Robbins at 913-686-2220 or [Scott@midwestdm.com](mailto:Scott@midwestdm.com) OR Dorothy J. Rusk at [Dorothy@midwestdm.com](mailto:Dorothy@midwestdm.com)

*Midwest Direct Marketing, Inc. is a recognized leader in mailing list management, brokerage and alternative media services to the direct marketing industry. MDM manages lists and programs for many of the leading mailers in the industry including; Valley Vet Supply Catalogs, Meredith Corporation, ITW Publishing, Heartsong Book Club and American Art Review. Numerous clubs, organizations and hundreds of consumer and business magazines and catalogs are also part of our clientele.*

## HITCHING POST SUPPLY

21,825	12 MONTH BUYERS	\$95.00/M
10,092	13-24 MONTH BUYERS	\$85.00/M

HITCHING POST SUPPLY CARRIES A FULL LINE OF VAQUERO GENDER: 60% FEMALE  
INSPIRED BUCKAROO GEAR INCLUDING: CAN SELECT  
CUSTOM SADDLES BRIDLES  
STIRRUPS ENGRAVED SILVER ADDRESSING:  
HANDMADE REINS RIDING GLOVES SEE SELECTIONS  
WESTERN CHAPS HOLSTERS AND BELTS  
FINE WESTERN ART HANDMADE JEWELRY  
WESTERN CRAFTS WESTERN BOOKS AND MUSIC  
BRAIDED AND BULK HORSEHAIR FOR ARTISANS KEYING:

HITCHING POST BRINGS YOU THE "TOOLS OF THE TRADITION" OF YESTERYEAR TO PRESERVE THE OLD WAYS OF WESTERN COWBOYS AND INSPIRED WESTERN HORSEMANSHIP. MINIMUM ORDER:  
5,000  
ROOTED IN THE HISTORY OF VAQUEROS AND BUCKAROOS, SAMPLE REQUIRED  
HITCHING POST SUPPLY STAYS ON THE LEADING EDGE, THRU: JULY 09  
INSPIRING CREATIVE NEW CONCEPTS AND OFFERING THE NEXT: DECEMBER 09  
MOST CREATIVE AND DECORATIVE PRODUCTS FOR THEIR CUSTOMERS. THEY ALSO HAVE THE LARGEST MUSIC LIBRARY OF 200+ TITLES OF COWBOY AND WESTERN MUSIC.

THESE ENTHUSIASTS ALSO REQUIRE GEAR FOR ROPING AND RIDING AS WELL AS FENCING, STABLE SUPPLIES, FEED, TACK AND EQUINE HEALTH PRODUCTS. THEY APPRECIATE FINE CRAFTSMANSHIP AND HAND TOOLED LEATHER GOODS AND SILVERWORK FOR THEMSELVES AND THEIR HORSES.

THESE WESTERN BUYERS ARE AN AVERAGE AGE OF 45 AND HAVE AN AVERAGE HOUSEHOLD INCOME OF \$60K. MOST ARE DEDICATED RIDERS AND MANY PARTICIPATE IN HORSE SHOWS, RODEOS, PARADES, TRAILRIDING AND WESTERN REINACTMENTS. HITCHING POST SUPPLY BUYERS ARE ALSO HORSE BREEDERS, CATTLE BREEDERS, AND RUN REAL WORKING RANCHES IN THE HEART OF THE WEST. THEY ARE TRUE COWBOYS AND COWGIRLS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: DIRECT MAIL CATALOG  
WEB SITE: WWW.HITCHINGPOSTSUPPLY.COM

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE, INCOME	\$10.00/M
HOUSEHOLD DEMOGRAPHICS	\$15.00/M
ZIP TAPE SET UP FEE	\$50.00
DISKETTE	\$30.00
CD ROM	\$30.00
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)

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