



FOR IMMEDIATE RELEASE

Rio Vista Products Announces Free Cap Offer

SANTA MARIA, CA – August 1, 2003 - Starting today Rio Vista Products will be launching its 'Free Cap Offer' hang tag campaign. A bright yellow tag with the words 'Free Cap Offer' will be placed on selected 32 oz bottles of Equine Shampoo, Tail & Mane Conditioner, Hi-Ho Silver Shampoo, Herb 'N Oats Shampoo, and 18 oz bottles of Hoof Manicure. To redeem, customers simply follow the instructions on the back of the tag to receive their free cap. This offer will be available until March 31, 2004 or while supplies last.

The retailer's response has so far proved positive regarding this promotion. "This is a great deal for our customers," says Si Jenkins, of Jedlicka's Saddlery, Santa Barbara, California. "This should enhance our already high volume sales. Rio Vista Products are already the most popular products in our animal health care department."

Rio Vista Products, manufacturer of canine and equine grooming products, has been favoring the natural approach to animal care since 1996, offering the health conscious horse or dog owner a high quality, performance oriented alternative.

Rio Vista Products are sold in tack, feed and pet stores throughout the United States and Canada. For more information, contact the company at (800) 248-6428 or e-mail at info@riovistaproducts.com or visit their web site at riovistaproducts.com.

Contact Information: Stephanie Oliva, RIO VISTA PRODUCTS, Marketing Coordinator, 520 S. Farnel Road, Santa Maria, CA 93458. Tel: (805) 352-1373 Fax: (805) 352-1349. Email: marketing@riovistaproducts.com.

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RIO VISTA PRODUCTS

520 S. Farnel Road, Santa Maria, CA 93458
Tel: (805) 352 1373 Fax: (805) 352 1349