



PRESS RELEASE

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MONTY ROBERTS CREATES A MODEL FACILITY IN CALIFORNIA

Monty and his daughter team up to install state-of-the-art technology at Flag Is Up Farms

Santa Ynez, CA (Nov. 25, 2006) - Monty Roberts, internationally acclaimed horse trainer, equine behaviorist and author, has a goal not many people know about - creating a state-of-the-art model facility for horses and handlers at Flag Is Up Farms, an equine facility owned by Monty and his wife, Pat, located in the beautiful Santa Ynez Valley near Santa Barbara, California.

In his quest to leave the world a better place for horses and people, Monty travels the world spreading the message of non-violence up to ten months per year, so is rarely home to enjoy his ranch. During his travels, Pat remains on site managing the numerous Farm activities and his Equestrian Academy. While Monty visits various parts of the globe, he searches for innovations to create an environment where horse and handler can work in partnership without violence. With their daughter Laurel, an acclaimed equine property designer, also on the lookout for revolutionary new designs, together they have discovered exciting opportunities to further improve Flag Is Up Farms.

Two horse walkers are being imported from Germany to be installed at Flag Is Up Farms, made by the premier German company Rower and Rub. These loose walkers will have Otto Sport footing installed to enhance equine safety and comfort, as well as in the three existing round pens, and twelve outside pens.

A brand-new USDA-approved quarantine facility is now completed, with twelve stalls, a four horse loose walker, wash racks, turnouts, security fencing and round-the-clock professional care on-site. Monty's expertise as a horse behaviorist ensures that these facilities are designed so the horses preparing to travel will be able to relax and enjoy their quarantine period while maintaining their physical environment through daily exercise, rather than suffer the unnatural consequences of a limited exercise area. Environmentally friendly systems of disposing horse manure are under discussion, as

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well as innovations to enable the freshest, cleanest water to be accessible to horses 24 hours a day.

Having spent her childhood growing up on Flag Is Up Farms with her sister and brother, Laurel is excited about the prospect of contributing to its continued success. Her extensive experience in designing, planning and implementing clients' dreams for their properties guarantees to maximize the potential of these new products. Laurel's work can be viewed at www.laurelrobertsequinedesign.com.

Having owned the Farm for over forty years, Monty and Pat are proud to introduce the latest improvements to their stunning property. Flag Is Up Farms already boasts stabling and turnouts for over 150 horses on grass and sand paddocks, three outdoor round pens, two covered round pens, a large outdoor arena, a 24,000 square foot covered riding arena, a 5/8th mile training track, a cutting and reining horse training facility and an AquaTred for swimming horses during rehabilitation. Flag Is Up Farms is open to the public with no fee or reservation required for visitors, and Monty and Pat plan to provide the public with educational displays explaining the strength and versatility of these advanced technologies being employed at the Farm.

ABOUT MONTY ROBERTS

Monty Roberts first gained widespread fame with the release of his New York Times Best Selling book, *"The Man Who Listens To Horses,"* a chronicle of his life and development of his non-violent horse training methods called Join-Up®. Monty grew up on a large equine facility and was a firsthand witness to traditional, often violent methods of horse training and breaking the spirit with an abusive hand. Today, Monty's goal is to share his message that "Violence is never the answer." Join-Up philosophies can be seen at work with both humans and horses across the world, from farms to major corporations. To learn more about Monty Roberts or the many applications of his Join-Up training methods, visit www.montyroberts.com or call (805) 688.4382.

ABOUT FLAG IS UP FARMS

Flag Is Up Farms is the internationally renowned starting point for some of the world's most successful performance horses and highest earning racehorses. It is also the home of the Monty Roberts Equestrian Academy and equine celebrity Shy Boy. Monty and Pat Roberts, with their team of exceptional trainers have used force-free, Join-Up® training methods to start horses on their way to happy, healthy, and successful careers in a variety of disciplines and applications. Remedial horses have found an environment among the team at Flag Is Up Farms that fosters a safe haven to mend troubling behaviors and get back on track for success.

Flag Is Up Farms' notoriety as home to "*The Man Who Listens to Horses*," Monty Roberts, has also created a demand to open the farm to the public. Visitors are welcome from 9am to 5pm daily, with no fee or reservation required. The Farm and hacienda facilities, (which have been featured in Town & Country Magazine, Sunset Magazine, People Magazine and many other publications), are also host to numerous corporate events throughout the year, offering an enriching and educational experience for your team. Monty and Pat Roberts welcome you to learn more about the philosophies of Join-Up, violence-free training and its many applications among the majestic landscape at Flag Is Up Farms.

Flag Is Up Farms has an excellent reputation for starting young horses. Using the Join-Up® technique, Monty has started over 12,000 horses. Flag Is Up Farms has a great record of success in returning horses to the racetrack, the show arena or simply to their owner after they have exhibited fractious or dangerous behavior to themselves or their rider.

The staff currently starts and handles Thoroughbreds as well as all breeds. The training center offers complete care with a 24-hour resident staff, veterinary care and consultation and a balanced nutrition program to suit the needs of the individual.

The trainers see all horses personally daily and with emphasis on attention to detail. Monty and Pat Roberts offer sales preparation and representation for yearling, in-training, and mixed sales.