



PRESS RELEASE

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MONTY ROBERTS RELEASES EDUCATIONAL SERIES ON DVD
Series Teaches Roberts' Renowned Join-Up® Horse Training Methods

Santa Ynez, CA (Sept. 15, 2004) – Monty Roberts, internationally acclaimed horse trainer and bestselling author of *The Man Who Listens to Horses*, today announced the release of his wildly successful educational series in DVD format. The seven set series demonstrates Roberts' renowned non-violent horse training techniques called Join-Up® and offers viewers revolutionary tools to communicate with horses using their own natural language, forming a partnership based on trust and communication rather than dominance.

Monty Roberts first developed his force-free training methods to stop the cycle of violence typically accepted in traditional horse breaking. Convinced there must be a more effective and gentle method, Roberts created Join-Up®: a consistent set of principles using the horse's inherent methods of communication and herd behavior. The result is a willing partnership in which the horse's performance can flourish to its full potential, rather than exist within the boundaries of obedience.

"I did not create my training concepts; I only discovered what nature already had in place," said Monty Roberts. "These techniques will help anyone be more effective with horses by utilizing the animal's instinctual methods of communication and herd behavior to reach their goals, rather than force."

(more...)

Monty's educational DVD series, includes the following titles:

<i>Join-Up</i> ®	Learn the language of Equus and the basics of Monty's Join-Up® training methods (\$30.00)
<i>Follow-Up</i> ®	Follow-Up teaches advanced applications of Join-Up (\$74.00 for set of 2 DVDs)
<i>Fix-Up</i>	Join-Up training methods applied to common remedial horse behavior (\$74.00 for set of 3 DVDs)
<i>Load-Up</i>	Learn valuable tools to loading your horse safely and as willing partner (\$30.00)
<i>Dually</i>	How to use Monty's patented Dually Training Halter as an aid to your training efforts (\$15.00)
<i>Shy Boy</i>	The amazing story of an untamed mustang that 'Joins-Up' with Monty in the wild (\$25.00)
<i>You and Your Wild Horse</i>	Learn to develop a partnership with your wild horse using Join-Up training techniques (\$80.00 for set of 2 DVDs)

The DVDs included in the Monty Roberts Educational Series will be available starting October 2004. VHS formats are available today. To purchase or learn more about Monty Roberts, visit www.montyroberts.com, or call 1(888) U2-MONTY.

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 working horse farm as 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 - 6288.

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