



By EquiFit

**FOR IMMEDIATE RELEASE**

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## **EquiFit, inc. Sets New Standard for Defense with D-Teq™**

***EquiFit, inc. Introduces the Line of D-Teq™ Boots with ImpacTeq™ Liners  
at the FTI Winter Equestrian Festival in Wellington, Florida***

Dedham, MA—January 23, 2013—After years of research and development, EquiFit, inc. proudly introduces D-Teq™ boots featuring ImpacTeq™ liners. The strongest defense technology on the market today, EquiFit's new boots and liners provide the highest level of leg protection with a custom fit and timeless look.

D-Teq's anatomically molded outer shell is a virtually unbreakable shock absorber, providing unparalleled impact protection. The wider strap closures eliminate pressure points and ensure a perfect fit while providing support and contact where needed. D-

Teq's revolutionary technology and engineering is presented with classic styling. However, this boot is anything but traditional.

D-Teq boots are lined with ImpacTeq, EquiFit's new liners that transform from soft to rigid upon impact. Made with a non-newtonian foam that molds to the leg for a secure and comfortable fit, ImpacTeq liners are designed to absorb extreme impact. They're both anti-microbial and breathable. They keep horses' legs cool while promoting circulation. Together, D-Teq boots and ImpacTeq liners provide the most effective protection on the market today.

EquiFit Founder and CEO Alexandra Cherubini, a competitive rider, says, "D-Teq and ImpacTeq offer the horse freedom of movement and comfort, while at the same time providing the very best protection and a custom fit." Cherubini goes on to say, "We see technology and equipment evolving quickly in other professional sports, we take those cues and apply them to our own needs to create equipment that will keep horses safe, allow them to perform at their best, and look good while they're at it. We deliver the whole package."

EquiFit boots have been named the Official Performance Horse Boot and Leg Wear of the United States Equestrian Federation. EquiFit unveiled their D-Teq boots and ImpacTeq liners at the FTI Winter Equestrian Festival in Wellington, FL.

### **About EquiFit, inc.**

For over a decade, EquiFit, inc. has been seeking new ways and developing new equipment to help horses and riders perform, recover and be more comfortable so they can succeed at all levels of equestrian sport. With a genuine commitment to both horses and riders, EquiFit proves to have a unique and blend of ingenuity and horse world expertise. EquiFit's efforts to adapt premium innovations in healthcare and fitness to the needs of equestrians has resulted in exceptional products with a custom fit that perform both in and out of the ring.

For more information, call 877.437.8434 or visit [www.EquiFit.net](http://www.EquiFit.net). EquiFit products are available for purchase online and at fine equestrian retailers nationwide.

**Photos Available Upon Request**