



## Ariat History

Ariat was founded in 1993 by Beth Cross and Pam Parker, with the vision to bring performance technology to riders who were dealing with inadequate equipment. Today, Ariat is America's number one English and Western performance footwear brand.

Here are some key milestones from our journey:

### 1991-1995:

- Revolutionized the riding boot category by bringing athletic shoe technology to riding boots
- Developed prototypes of riding boots enhanced with performance features and tested them with professional riders across the country
- Launched the brand with the first two riding boots for women with advanced technology: Performer (English) and Competitor (Western)
- Introduced our next-generation Advanced Torque Stability (ATS) Technology, and established the brand as a performance and comfort leader in equestrian footwear

### 1996-2000:

- Introduced Hexcel cushioning technology, providing advanced cushioning to top equestrian athletes for shock absorption while in the stirrup and on the ground
- Launched the Work category with the Ariat Cascade
- Expanded to the Australian, UK and other European markets
- Launched the Fatbaby, a fashionable new look in women's Western fashion boots
- Formed the Ariat Pro team of Western athletes
- Began sponsoring the National High School Rodeo Association (NHSRA) as their Official Footwear and Belts supplier

### 2001-2005:

- Introduced Cobalt Technology, offering an entirely new level of advanced cushioning, support and stability in footwear
- Launched performance English apparel (breeches and technical shirts) with V3 and CFS technologies for a terrific fit and feel
- Began offering premium leather belts

### 2006-2008:

- Entered the Western apparel category with performance woven shirts, tops and outerwear for men and women
- Began sponsoring the United States Equestrian Federation (USEF) as the Official Partner
- Watched Ariat athletes win big at the Olympics: Bezie Madden with team gold and individual bronze medals for show jumping, Will Simpson with a team gold for show jumping, and Gina Miles with a silver medal in three-day eventing
- Marked the latest breakthrough in equestrian footwear technology with Cobalt XR and Cobalt Quantum, combining optimal stability, cushioning and flexion to support the foot's natural motion



## 2009-2013

- Teamed up with Professional Bull Riders, Inc. as the "Official Boot" of the PBR and sponsoring several PBR athletes
- Launched Ariat Denim
- Introduced Dual Pro Outsole Technology for Western performance riders, which combines the performance of leather with the durability and security of rubber.
- Sponsored the 2010 World Equestrian Games in Lexington, Kentucky, outfitting all volunteers on-grounds, Team USA and NBC Sports anchors
- Expanded presence in Europe through the formation of a new subsidiary: Ariat Europe. Continued expansion in Australia
- Introduced the revolutionary Volant collection, a line of premium women's English boots and half chaps with exceptional technology for peak performance and comfort.
- Expanded PBR roster of sponsored athletes including: Chris Shivers, Adriano Moraes and Cord McCoy, among others
- Becoming a favorite on the country music scene. Ariat denim and/or boots spotted on: Josh Turner, Blake Shelton, Lyle Lovett and others
- Mobile platform launched Summer, 2012
- Official USEF Partner for Team USA at the London 2012 Olympic Games
- Launched new lifestyle collection of equestrian-inspired boots
- Launched new Outdoor category
- Launched new website, Fall 2013
- Sponsored athlete J.B. Mauney wins 2013 PBR World Finals