



FOR IMMEDIATE RELEASE

RIDING RESOURCE: DIRECTIONS TO FACILITIES NOW AVAILABLE IN-PAGE



RIDING RESOURCE
A STABLE PLACE TO SEARCH

Atlanta, GA – July 22, 2010 – RIDING RESOURCE has made an upgrade to the detailed information pages available to both Basic Listing and Premium Listing members. Visitors to <http://www.RidingResource.com/> can now obtain directions to their location of choice without ever having to leave the site.

The new in-page directions enhancement is available across the entire site and affects Basic Listings as well as Premium Listings for stables and retail locations alike, free of charge to visitors and advertisers.

Once a user has clicked on the name of a stable or store within the search results they will be directed to that location's particular detailed information page. Once viewing the location's detailed information page, the visitor to the site can then click on the newly-created "Directions" tab to input their location. Clicking "Get Directions!" will generate in-page detailed driving directions from the user's address to the specific facility. The user can then choose to print the directions which include turn-by-turn navigation along with the estimated total distance to travel along and estimated total time the trip will take.

The location's previously-existing information which displays what services they have to offer is now contained with the "Information" tab on their listing.

"We are committed to facilitating the way equestrians to connect with local businesses and feel that providing directions to a location within our site will significantly help achieve that goal," states Co-Founder and Director of Marketing Ainsley Hyman in regards to the site upgrade.

All directions found on <http://www.RidingResource.com/> are provided by Google Maps.

About Riding Resource

Riding Resource is the only fully-searchable online directory of horseback riding stables in the US and Canada. An innovative filter-based search technology allows users to mix and match as few or as many options as they'd like to find a place that offers the exact services and amenities they're looking for. Users can also specify location and maximum travel distance to find convenient nearby facilities.

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