

The logo for Al Basti Equiworld, featuring the text "AL BASTI EQUIWORLD" in a white, serif font centered on a dark blue rectangular background.

AL BASTI EQUIWORLD

For immediate release

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Al Basti Equiworld announces two new signings

Al Basti Equiworld has added two more high profile names to its team of brand ambassadors for the 2015 season.

With effect from Wednesday, 25 March Joe Fanning and Dane O'Neill will both carry the logo of the Middle East's leading distributor of horse feeds, feed supplements and veterinary medicines on their breeches and riding apparel.

The pair who last year had a combined strike rate of nearly 14%, join Pat Dobbs, the recently signed Paul Hanagan, former champion apprentice Cam Hardie, Richard Hughes, Ryan Moore and Pat Smullen who are all sponsored by Al Basti Equiworld.

Al Basti Equiworld founder Malih Al Basti said, 'Jockeys have proved to be great ambassadors for our brand and I am delighted to be able to welcome Dane and Joe to the team. We have some very exciting plans for Al Basti Equiworld in the coming months and the added profile these two riders can give us will be very welcome. Hopefully, we will see them riding plenty of winners this season.'

Last year Al Basti Equiworld-sponsored riders made more than 3,300 racecourse appearances between them in Great Britain and Ireland, a figure already set to be boosted in 2015 by the announcement earlier this year that two-times champion jockey Paul Hanagan has joined the Al Basti Equiworld stable.

Most recently Al Basti Equiworld branded silks made a rare appearance on a British jumps track when the company backed Injured Jockeys Fund almoner, Lucy Charnock's charitable efforts in the St. Patrick's Derby at the Cheltenham Festival earlier this month.

ENDS.

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About Al Basti Equiworld

Established in 1998 **Al Basti Equiworld** is the leading distributor of horse feeds, feed supplements and veterinary medicines in the Middle East.

Al Basti Equiworld sponsors and supports equestrian activities in the UAE and the United Kingdom where the company's sponsorship portfolio includes 18 races on the Flat at Newbury Racecourse, a number of high profile jockeys and a dedicated section of programming on leading satellite horseracing channel, Racing UK. In 2014 Al Basti Equiworld became a major supporter of Greatwood the only organisation that uses ex-racehorses to educate disadvantaged children and young adults with special educational needs.