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FITS JUMPLINE™ COLLECTION PROPELS APPAREL MAKER SALES

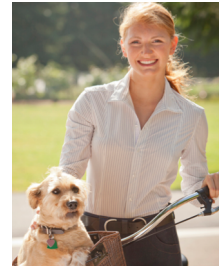
(Portland, OR) [Beka](#) FITSuede™ knee patch breeches and the [Claire](#) show shirt have been a sales propellant for FITS (Fun in The Saddle), a leading U.S. producer of technical equestrian apparel for the rider athlete.

“This is only our second full season for Jumpline and the reception by hunter and jumper riders has been very gratifying, boosting our already steadily growing sales,” says Sheryl Rudolph, FITS founder and CEO. She adds: “Demand for Beka breeches exceed our most ambitious forecasts and customers have insisted on more colors. We have added Mushroom, White and Pewter.”

Best known for its innovative breeches, particularly the patented PerforMAX® full seat, Rudolph is especially gratified at the response to the Claire with its SilkTouch™ and Stretch Seersucker fabrics. The shirts boast unequalled stretch and softness in a super light weight, low-bulk weave that breathes like skin according to the company’s web site.

Beka features traditional style lines, moderately low rise, classic side zip, and euro-seat. *Powermesh* fabric at the lower leg eliminates heat and bulk in boots allowing a slim, comfortable fit. Beka adds body sculpt engineering with a powermesh "ab" panel for core support along with a seam-free athletic gusset in the crotch for mobility and eliminating chafing. Trio-Tech™ stretch, woven twill fabric and a new denim feature 53% soft cotton next to the skin, 40% micro nylon outer face for lasting color and durability, and 7% spandex for stretch and comfort.

FITS equestrian apparel is available in all popular sizes at nearly 160 fine retailers in the US and Canada. A [list of retailers](#) and [high level riders](#) wearing FITS apparel can be found at fitsriding.com



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