



Inglis Announce Launch of [Horsezone.com.au](#)

Inglis Managing Director Mark Webster today announced the launch of Australia's latest website for all equine breeds and disciplines, [Horsezone.com.au](#)

The website has been developed by Inglis Interactive, a division of the Inglis group of companies better known as Australia's Leading Thoroughbred Auctioneers. Inglis started out selling horses in the Sydney CBD in 1867 and has carried on this tradition ever since. Recognised as one of Australia's most innovative companies in 2009 by winning several Australian Business Awards, Inglis is now broadening its product offering to service all equine sectors. Horsezone provides recreational equestrian enthusiasts and professionals with an online destination that combines all relevant products, services and information to make their online experience pleasurable, accessible and efficient. The website allows buyers and sellers to interact and trade on a 24/7 basis, providing a much needed alternative to the outdated, expensive and inefficient monthly magazine cycle. Horsezone will become the single destination to find out what's happening and happened in their world of equestrian life. Horsezone provides a revolutionary service combining all facets of equine interests, from buying and selling of horses, equipment and services to provision of community related services such as web galleries, forums and news. Horsezone has the only comprehensive online event calendar in Australia, listing dates, venues and contact details of all major horse shows and events, including agricultural shows, show hack and hunter shows, western shows, cutting and campdrafting, pony club gymkhanas, dressage competitions, three day events and many, many more. Advertising is free for horses listed at \$1000 or less. Horses selling for more than \$1000 can be listed for 3 months for as little as \$25, allowing the inclusion of 20 photographs and a video link for each horse as standard. Customers can also list equine products and stallion services for sale at a BUY NOW price, or sell using the Horsezone online auction service, setting their own reserves and auction duration. Inglis is well known for giving back to the racing industry and now intends to do the same for all other equine sectors and communities by contributing 10% of listing fees on Horsezone to non for profit clubs and associations. The money raised will be provided to clubs and associations as a cash contribution towards sponsorship of shows and events attended by equestrian club members, to encourage all forms of equine pursuits. When club members list a horse or product for sale on Horsezone, they will be presented at the checkout with the option to have Horsezone contribute 10% of the total listing fee to their preferred club or association. The contribution will come from Horsezone and the customer will not need to pay any additional fees. Stay tuned to [www.horsezone.com.au](#) in the coming weeks for exciting announcements, including the opportunity to become a Horsezone Ambassador or to win once in a lifetime prizes, such as a trip for two to attend the World Equestrian Games to be held in Kentucky USA in September and October or the World Quarter Horse Championships to be held in Oklahoma City USA in November 2010. Media Enquiries: Inglis Managing Director Mark Webster (02) 9399 7999 or mark@inglis.com.au

Contacts

Mark Webster
(02) 9399 7999
[mailto: mark@inglis.com.au](mailto:mark@inglis.com.au)