



**CHEYENNE RIDGE OUTFITTERS AND CHEYENNE RIDGE
SIGNATURE LODGE SELECTED A DIAMOND J. BRIT. LABS. PUPPY**
In an ongoing effort to improve their stock of retrievers.

PIERRE, SOUTH DAKOTA – June 19, 2010 (For Immediate Release)

Cheyenne Ridge Outfitters & Cheyenne Ridge Signature Lodge are excited to announce the addition of a new Labrador puppy from Diamond J. Brit. Labs. “This new relationship signifies the desire to take our dogs to the next level,” says Jim McKenzie, Lodge Manager at the North Platte Outpost. “We believe bringing in top quality imported blood lines coupled with proper training will help us continue to improve the hunting experience for our customers.”

General Manager, Bob Edwards, has this to say, "With Cheyenne Ridge Signature Lodge being the first lodge in the world to receive a Beretta Trident rating for quality and excellence in service, we have set some pretty high standards for our hunting program. Because of that, we have to be very selective as to who we work and affiliate with. Donna Ostendorf of Diamond J. Brit. Labs has shown us that they meet the quality and standards to be a supplier to our retriever program. The process Donna goes through in selecting dogs to breed is intensive and they have a strong history of turning out champion hunters. We are proud to have a pup on site.”

About Cheyenne Ridge Outfitters and Cheyenne Ridge Signature Lodge

Cheyenne Ridge Outfitters and Cheyenne Ridge Signature Lodge have four locations in South Dakota, North Dakota and Nebraska. Cheyenne Ridge Signature Lodge is located just north of Pierre, right in the middle of South Dakota’s prime pheasant hunting belt, famous for the best pheasant hunting on the North American continent. The North Platte Outpost is located along the shores of the North Platte River just east of Scottsbluff, Nebraska, and offers some of the finest waterfowl hunting in the world.

Cheyenne Ridge Outfitters also offers big game hunting at its two other outposts, Hat Creek Outpost near Hot Springs, SD, and Little Missouri Outpost in southwest North Dakota.

Please visit www.signaturelodge.com or www.cheyenneridgeoutfitters.com for more information.

About Diamond J. Brit. Labs.

Diamond J. Brit. Labs., located in Atwater, Minnesota, has been importing Labrador Retrievers from the United Kingdom since 1991. For more information, please visit www.ukbritlabs.com or contact Donna Ostendorf at 320-974-8007 or 320-295-2582.

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