



FOR IMMEDIATE RELEASE
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Important Information Regarding Arabian Horse DataSource™ Application for Smart Devices

(20-March-15 – AURORA, CO) – As of March 19, 2015 the contract between the Arabian Horse Association (AHA) and Hochstetler Technologies regarding the maintenance, marketing efforts and support for the Arabian Horse DataSource™ Application, used on mobile devices, was mutually dissolved.

The DataSource application itself will no longer be supported or maintained and can no longer be purchased through the Apple App Store. Those who have already purchased the DataSource application will still have access and use of it. However, no new purchases of the application can be made and over time as Apple Operating Systems (iOS) update, the app may become less functional.

Originally created in 2010 by Hochstetler Technologies, the DataSource App for smartphones and other smart devices was designed to be additionally purchased and used with a regular DataSource subscription found at www.arabdatasource.com. The dissolution of the contract has no effect or alteration to the current DataSource website. DataSource will still be available to members and non-members alike on a subscription basis. The current website can also be viewed online with a mobile device.

The application was neither owned nor maintained by AHA. Analytics show that the application was getting very little use over the past few years. Additionally, the cost of the application (\$19.99) proved cost-prohibitive for DataSource subscribers.

With further improvements being made to the AHA website, the DataSource desktop site will become even more easily accessible and viewable to mobile device users. To subscribe to DataSource, visit www.arabdatasource.com/SignUp.asp.

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