

**SUCCEED® Named Official Digestive Conditioning Product  
Sponsor of the United States Dressage Federation**

Sponsorship Aimed to Provide Dressage Riders at All Levels with Educational Programs  
on Benefits of Digestive Health in Their Horses

FOR IMMEDIATE RELEASE

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Aurora, OH (June 11, 2009)—The United States Dressage Federation (USDF) recently forged an agreement with Freedom Health, LLC, naming SUCCEED® Digestive Conditioning Program® (DCP) as the Official Digestive Conditioning Product Sponsor of the organization. Freedom Health is pleased to be extending their partnership with the USDF, which currently includes title sponsorship of the SUCCEED/USDF FEI-Level Trainers' Conference.

“From the start, the dressage community has been a terrific supporter of SUCCEED DCP, so maintaining a partnership with the USDF is a natural fit for us,” said John Hall, President of Freedom Health. “Through this sponsorship, we look forward to continuing our commitment to education on the effects of digestive health on appearance, attitude and performance in horses at all levels of performance.”

Digestive health affects every aspect of a horse's overall well-being, from performance in the ring to attitude in the barn. Even with the best management, dressage horses often have busy training and competition schedules that interfere with the horse's natural lifestyle of continuous grazing. Scientifically formulated to help foster optimum digestive health, SUCCEED DCP can help horse owners and trainers see

improvements in condition and overall performance beyond typical digestive issues such as a poor appetite or weight loss.

“We have really enjoyed working with SUCCEED over the last few years and are happy they have re-signed with us to continue to support our educational programs,” said Linda Schultz, Marketing Director for the USDF. “The added bonus is that so many of our riders and trainers use the product successfully so the sponsorship fits in many ways.”

Dressage riders and trainers who use SUCCEED DCP to support digestive health include reigning Rolex FEI World Cup champion Steffen Peters and his wife Shannon Peters, international Grand Prix competitor Courtney King and USDF Silver medalist and certified instructor Kim Gentry, as well as Olympic Gold medalist and United States Equestrian Federation President David O'Connor. These top riders have experienced firsthand the effects of SUCCEED DCP on their own horses, and they receive no financial compensation from Freedom Health for their endorsement.

For more information on SUCCEED Digestive Conditioning Program, including in-depth articles on digestive tract health and interactive presentations, visit **[www.SucceedDCP.com](http://www.SucceedDCP.com)**. Information may also be obtained by calling toll-free, 866-270-7939.

SUCCEED Digestive Conditioning Program and the SUCCEED® Equine Fecal Blood Test™ are produced and distributed exclusively by Freedom Health, LLC of Aurora, Ohio. This company is focused on finding, perfecting and delivering superior, innovative products that address real and significant health-related issues for animals and the people who care for them