

SUCCEED® Sponsors Incentive Program for US Eventing Association Area VIII Members

*SUCCEED® Challenge Series to award \$2000 in prize money to competitors who use
SUCCEED to foster digestive health in their horses*

FOR IMMEDIATE RELEASE

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Aurora, OH (June 7, 2007)—Freedom Health, LLC and Area VIII of the United States Eventing Association (USEA) have announced a new incentive for USEA Area VIII members who use the SUCCEED® Digestive Conditioning Program® to foster optimum digest health in their event horses. The SUCCEED® Challenge Series, a specially created competition, will be run in conjunction with the all USEA sanctioned events in Area VIII during 2007 and provides \$2000 in cash prizes for the winners.

Members of USEA Area VIII who use SUCCEED® Digestive Conditioning Program® for their horses and want to participate must register in the USEA Area VIII SUCCEED® Challenge program. The \$2000 cash prize will be divided equally among the winners of the four horse trials divisions – \$500 each to the winners of the Beginner Novice, Novice, Training and Preliminary divisions. The prize money will be paid out to the highest placed (points ranking) horses that are on SUCCEED® at the USEA Area VIII 2007 year-end awards banquet.

“We have worked with Freedom Health to develop a program that benefits amateur eventing riders who typically receive little or no prize money” said Alicia Prister, product manager of Brumfield Hay and Grain. “This is a great way for Freedom Health to

educate owners/riders on the importance of equine digestive health while encouraging people to try the product in order to experience its results for themselves.”

SUCCEED® can be purchased by USEA Area VIII members at discounted prices from Brumfield Hay and Grain. They will then be automatically entered into a database of eligible entries. Members who purchase SUCCEED® at other retailers and would like to participate in the program must fax a copy of their receipt (including both rider and horse names) to Brumfield's and mail them a \$5.00 processing fee. For more information, including full rules and eligibility requirements, visit www.brumfieldhay.com/succeed_8.

“Digestive health contributes to every factor of a horse's performance, from stamina and trainability to a healthy coat and a willing attitude,” said Patrick Warczak, REVVice President –Marketing at Freedom Health. “The SUCCEED® Challenge Series is an opportunity for owners and riders to demonstrate how maintaining digestive health with SUCCEED® can lead to superior horse trials performance—and for us to thank them for their enthusiastic support of our product.”

SUCCEED® is a functional feed™ that is scientifically formulated to support the health and structure of the equine digestive system. For performance horses, the health of this system is critical because it supplies nutrients that fuel the rest of the body's systems, including muscle growth and energy creation. By using SUCCEED® to support digestive function, owners and trainers may see improvements in behavior, appearance, athletic ability and other aspects of overall well-being—all of which are essential qualities in the show arena.

The SUCCEED® Challenge Series may be extended to other Eventing and Dressage organizations around the country. Horse show secretaries interested in hosting this program may contact Lyndsey White at lwhite@freedomhealthllc.com for more information.

For more information on SUCCEED® Digestive Conditioning Program®, including in-depth articles on digestive tract health and interactive presentations, visit **www.SucceedDCP.com**. Information may also be obtained by calling Lyndsey White directly at: 800-281-6727 ext. 247 (toll-free) or 859-420-1006 (cell).

SUCCEED® Digestive Conditioning Program® is produced and distributed exclusively by Freedom Health, LLC, of Aurora, Ohio. The 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.