

SUCCEED™ Digestive Conditioning Program™ Now Available in SmartPaks

*National Retailer Offers Convenient Daily Serving
For Breakthrough Digestive Health Product*

FOR IMMEDIATE RELEASE

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Aurora, OH (August 10, 2006)—SUCCEED™ Digestive Conditioning Program™ is now available in convenient, daily-serving SmartPaks from SmartPak Equine. Customized for each horse, the SmartPak system provides supplements in sealed containers protected from sunlight, moisture and air.

“We are delighted to be partnering with Freedom Health to offer SUCCEED in SmartPaks,” said Paal Gisholt, CEO and President of SmartPak. “We’ve been impressed with the effort that Freedom Health has invested in understanding digestive tract health, and its impact on achieving top performance. We are pleased to be able to offer their breakthrough product to the thousands of barns that use the SmartPak system to ensure optimal supplement administration.”

The digestive tract provides critical energy and nutrients to support all types of performance, but the lifestyle of the typical performance horse often challenges this delicate system. While high-grain diets are often necessary to maintain energy levels, the carbohydrates in grain provide insufficient fiber to buffer digestive acids and often move too quickly through the system—leaving little time for absorption of nutrients. Grain feeds and intermittent feeding schedules may cause spikes and dips in blood sugar levels, which can affect a horse’s



temperament and ability to perform. Training and travel can challenge immune health and strain the digestive system.

SUCCEED is scientifically formulated to foster a healthy digestive tract—the fuel line for every other system in the horse’s body. A properly functioning digestive tract supports overall performance, appearance and temperament, and enables the horse to perform up to its full potential. The ingredients in SUCCEED work naturally to create a digestive environment that is optimal for the horse’s overall health and condition.

By targeting gut health and promoting healthy digestive function with SUCCEED, owners and trainers can create a diet that enhances the natural digestive process without changing the way they manage their horses. SUCCEED is safe and effective for all horses and, for the equine athlete, it is not a testable substance.

“We’re very happy to be working with SmartPak to provide this convenient option to horse owners, riders and trainers,” said Patrick Warczak, Vice President – Marketing at Freedom Health, LLC. “With the travel schedules of today’s performance horses, SmartPaks make it easier for equine caregivers to give a consistent serving both at home and on the road.”

To order SUCCEED in SmartPaks or for more information on the SmartPak system, contact SmartPak Equine toll-free at 800-461-8898 or visit www.SmartPakEquine.com.

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 toll-free, 866-270-7939.

SUCCEED Digestive Conditioning Program is 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.