

**Freedom Health Sponsors Incentive Program for Horses Receiving
SUCCEED® Digestive Conditioning Program®**

SUCCEED® Challenge Series to Debut at the Buckeye Sweepstakes Horse Show

FOR IMMEDIATE RELEASE

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Aurora, OH (February 5, 2007)—Freedom Health, LLC, has announced its sponsorship of a new incentive program for horse owners who use SUCCEED® Digestive Conditioning Program® to foster optimum digestive health in their equine partners. The SUCCEED® Challenge Series, a specially created class, will debut at the Buckeye Sweepstakes, held in Columbus, OH, May 24-27, 2007.

Amateur owners who purchase SUCCEED® Digestive Conditioning Program® for their horses may register with Ablackhorse.com to be eligible to enter the designated SUCCEED Challenge Series class at the Buckeye Sweepstakes with guaranteed prize money totaling \$5,000. Additional prize money will be awarded based on the number of entries in the class.

“We worked with Freedom Health to develop a program that gives something back to their supporters,” said Tom Zaffer, owner of Ablackhorse.com. “This is a great way for Freedom Health to reward people who already use SUCCEED while encouraging others to try the product—and experience its results for themselves.”

The prize money will be paid out in a special Amateur to Ride Half-Arabian and National Show Horse Country English Pleasure class on Friday night, May 25. SUCCEED purchases made through Ablackhorse.com are automatically entered into a database of eligible entries. Owners who purchase SUCCEED at other retailers and would like to participate in the program



need to fill out an entry form with a copy of their receipt and a \$5.00 processing fee. For full rules and eligibility requirements, visit www.ablackhorse.com/forums/ and click on “The SUCCEED Challenge Series.”

“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, Vice 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 a superior show 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 horse shows or different classes. Horse show secretaries interested in hosting this program may contact Bill Rodgers at rodgerslimited@aol.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 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.