

Freedom Health Announces Winners of the 2008 USEA National SUCCEED® Challenge Series

*Inaugural Program Awards \$2,000 in Prize Money to Competitors Who Use
SUCCEED® Digestive Conditioning Program®*

FOR IMMEDIATE RELEASE

Aurora, OH (November 10, 2008) - Freedom Health, LLC, is proud to announce the winners of the 2008 United States Eventing Association (USEA) SUCCEED® Challenge Series. This incentive program was open to USEA members competing in the Adequan® Gold Cup Series Events who use SUCCEED® Digestive Conditioning Program® (DCP) to foster optimum digestive health in their horses-thus supporting overall well-being and performance.

At the USEA Annual Convention in New Orleans, Elissa Estes and Alexandra Knowles will be recognized respectively as the winner and runner-up of the Intermediate division in the SUCCEED Challenge Series. Estes of Lexington, KY has been using SUCCEED for over a year and described it as “the only product I have ever used that has done exactly what it claimed to do.” Estes will take home a check for \$1500 along with a case of SUCCEED, while Knowles will collect \$500 and a case of SUCCEED.

“We wanted to develop a program that both rewards current SUCCEED DCP consumers and encourages new users to experience the benefits of the product,” said Patrick Warczak, Vice President – Marketing at Freedom Health. “A competitive incentive program is a natural fit for SUCCEED DCP, which supports the overall health and well-being of the performance horse.”

SUCCEED DCP is scientifically formulated to support the health and structure of the equine digestive system – the fuel line that powers every other system in the horse’s body. The strenuous phases of a three-day event competition – dressage, cross country and stadium jumping – require a horse to be in peak physical and mental condition to perform at its best. A

horse that may be affected by discomfort or a sour attitude due to digestive issues would not be able to jump as freely or collect and extend as easily without these problems. By fostering a healthy digestive tract with SUCCEED DCP, owners and riders may see improvements in other aspects of overall well-being and performance – such as behavior, trainability and athletic ability.

SUCCEED DCP became an official product of the United States Equestrian Federation (USEF) in 2008 and was used extensively by United States Equestrian Team members on their horses in preparation for the games in Beijing. The SUCCEED® Challenge Series may be extended to eventing and dressage organizations around the country. Show and organization secretaries 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: 859-420-1006.

The 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.