

65 Aurora Industrial Parkway
Aurora, Ohio 44202-8088

 330.562.0888

 330.562.1445

Aequus+// Nominated for USEF Horse of the Year

Winningest Arabian Park Horse Captured 2007 National Titles at the Age of Nineteen

FOR IMMEDIATE RELEASE

Media Contact:
Equine Resources International, LLC
610-444-7554
cassie@equineresources.com

Aurora, OH (January 7, 2008)—Aequus+//, the winningest park horse in the history of the Arabian breed, has been nominated as a finalist for the 2007 Farnam®/Platform United States Equestrian Federation (USEF) Horse of the Year award. Current members of the USEF voted between Aequus and four other finalists to determine which horse will receive the award, to be presented during the 2008 USEF annual meeting at the Horse of the Year awards gala on January 12 in Louisville, KY.

Aequus' most recent accomplishments include winning the 2007 U.S. Arabian National Championships in both the open and amateur park classes—the only horse to do so in the same year. Furthermore, he accomplished this feat at the age of 19. Throughout his career he amassed nine U.S. Arabian National and Reserve National Championships and ten Regional Championship and Reserve Championship titles. He is also the recipient of the Arabian Horse Association's Legion of Excellence Award, which is represented by the "+//" that follows his name—one of the highest honors offered by the organization.

Prior to Aequus' purchase by Hazelbank Investments in 1999, the stallion earned multiple championships over the course of nine years in the show ring. Most trainers would be happy to retire such a successful horse, but Bill Rodgers—who has worked with Aequus since he was six years old—felt that the stallion possessed the ability and willingness to remain competitive for years to come. To help keep Aequus in top condition, Rodgers implemented a digestive health management program—which included the use of SUCCEED® Digestive Conditioning Program®.

“It’s clear that Aequus loves his job—with his extensive show experience, he still responds to the crowd when they cheer him on,” said Rodgers. “Since starting him on SUCCEED DCP more than six years ago, we’ve seen improvements in his attitude, stamina and ability to maintain a healthy weight—all of which help to keep him happy and willing to perform.”

SUCCEED DCP targets the overall health of the horse by supporting the health and function of the digestive tract—the fuel line that powers every other system in the horse’s body. Rodgers’ previous experience with SUCCEED DCP and its ability to influence overall well-being led him to try the product with Aequus. The results speak for themselves—five national-level championships and reserve championships earned over a five-year period by a stallion well into his teens. As a final tribute to his outstanding show career, Aequus will carry the American flag at the 2008 U.S. National Arabian & Half- Arabian Championships in Tulsa, OK, where he will be formally retired from competition.

“Using SUCCEED DCP has helped to bring to light just how many behavioral issues often have their root in digestive health,” said Rodgers. “I have no doubt that this product has helped Aequus stay at the top of his game for so long—everything from his demeanor to his performance level has improved while on SUCCEED DCP.”

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.

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.