

**Freedom Health Announces Winners in the USEA Area VIII
SUCCEED® Challenge Series**

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

FOR IMMEDIATE RELEASE

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

Aurora, OH (January 31, 2008)—Freedom Health, LLC, is proud to announce the winners of the 2007 United States Eventing Association (USEA) Area VIII SUCCEED® Challenge Series. This incentive program was open to USEA Area VIII amateur members 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 Area VIII awards dinner, held January 12 at the Columbus Zoo in Columbus, OH, Courtney Weiler, Jessica Brown, Leah Snowden and Pamela Kimmel were recognized as the respective winners of the Beginner Novice, Novice, Training and Preliminary divisions in the SUCCEED Challenge Series. Brown, of Lexington, KY, won the Novice division with a two-point lead, while Snowden, of Winchester, KY, took the Training division with nine points, maintaining a three-point lead over her nearest competitor. The hotly contested Preliminary division was split by a tie, with Kimmel of Versailles, KY, emerging as the leader based on registration date as per the competition rules. In total, 25 riders and more than 30 horses registered for the inaugural USEA Area VII SUCCEED Challenge Series.

“We wanted to develop a program that both rewards current SUCCEED DCP customers and encourages new users to experience 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 run as fast as a horse 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.

The SUCCEED® Challenge Series may be extended to other eventing and dressage organizations around the country. Show and organization secretaries interested in hosting this program may contact Alicia Prister at aprister@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 Alicia Prister directly at: 800-281-6727 ext. 240 (toll-free) or 859-537-0779 (cell).

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.