

## **New SUCCEED™ Display Offers Simple Merchandising for Retailers**

*Special Floor Unit Makes SUCCEED™ Easy to See, Easy to Sell*

FOR IMMEDIATE RELEASE

Media Contact:  
Equine Resources International, LLC  
610-444-7554  
teresa@equinresources.com

Aurora, OH (June 20, 2005)—A new floor display is now offered for retailers of SUCCEED™ Digestive Conditioning Program™. Available directly from Freedom Health, LLC, the SUCCEED™ Display Bundle comes complete with one case each of SUCCEED™ oral paste (three cartons of 30 oral syringes each), and 30-day trial tubs of top-dress granules (three tubs in a case) at the regular price. Retailers receive the colorful, free-standing display for only the cost of shipping to their store.

The unique display provides additional shelf space for retailers while helping to showcase SUCCEED's attractive graphics and bright colors. And when the product is easier for consumers to see, it's also easier for retailers to sell. The display unit puts packaging at eye level, making it simple to reach and examine while also offering a brochure holder, with provided brochures, so that potential customers can read even more about SUCCEED's purpose and ingredients.

“The idea behind the SUCCEED™ Display Bundle is to make our product as easy as possible for retailers to sell,” said Patrick Warczak, Vice President – Marketing at Freedom Health, LLC. “We want to help our retailers as much as possible and we saw a need for simple merchandising support that we can help fulfill. By using the



SUCCEED™ display, our dealers get more shelf space so that they can show a wider variety of products more effectively.”

SUCCEED™ Digestive Conditioning Program™ is a nutritional supplement that is scientifically formulated to support complete equine digestive tract function and health. The first and only product of its kind, SUCCEED™ was created on the principle that the way a horse feels, behaves and performs is directly related to its health in general, and especially to its digestive health.

If you are interested in becoming an authorized SUCCEED™ dealer and acquiring the SUCCEED™ Display Bundle for your store, call Freedom Health toll-free at 877-734-6558 or send email to [Sales@SucceedDCP.com](mailto:Sales@SucceedDCP.com). For more information on SUCCEED, visit **[www.SucceedDCP.com](http://www.SucceedDCP.com)**.

SUCCEED™ Digestive Conditioning Program™ is produced and distributed exclusively by Freedom Health, LLC, of Aurora, Ohio. Freedom Health 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.