

Liz Pinkston Wins Barrel Racing Average at the 2005 NFR

SUCCEED™-Sponsored Rider Combines Good Health, Fast Turns to Meet Her Goal

FOR IMMEDIATE RELEASE

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Aurora, OH (December 22, 2005)—Liz Pinkston and Speedy Doc Holiday fired hard at this year's Wrangler National Finals Rodeo Barrel Racing and took home the top spot in the average for the event. Pinkston's 10 rounds yielded an average of 142.65/10 and she finished in the money in five rounds. The result put Pinkston in 7th place in the 2005 Jack Daniel's World Standings and meant the fulfillment of her goals for this year's NFR.

"Winning the average was definitely our goal for this time around," said Pinkston, just a few days after the completion of the NFR. "It feels truly great ... but I don't think it's all really hit me quite yet. I'm so thankful for all the help I've had getting here, and next year we're going for the world!"

Pinkston credits SUCCEED™ Digestive Conditioning Program™ with helping foster good health for Speedy Doc Holiday ("Doc"), and keeping him focused during her 2005 campaign and throughout the NFR. Though talented around the barrels, Doc has not always had an easy time dealing with the stresses associated with the rodeo lifestyle.

Pinkston started using SUCCEED with Doc just before her bid at the 2004 NFR and she's kept the horse on the product ever since. Its inclusion as part of Doc's every day feed schedule helps support the health of his entire digestive tract so that he receives the proper nutrients he needs to run faster every round.



“We made sure Doc got his SUCCEED every day during the NFR,” Pinkston said. “It made a real difference for him – his overall health, happiness and performance. I think he actually gained weight during NFR this year and that’s a big switch for this horse! We think SUCCEED gives Doc a real edge.”

Pinkston, and her husband Wade, found SUCCEED on the advice of their veterinarian, Madalyn Ward, DVM. “I’m convinced that this product has helped Doc,” Pinkston said. “Our whole team – we’re real SUCCEED believers.”

“Liz’s success at the 2005 NFR is absolutely exciting for all of us here at Freedom Health,” said Patrick Warczak, Vice President – Marketing at Freedom Health, LLC. “We’re proud to provide horse owners and top competitors – like Liz – a product that can support optimum health for their horses, even while they undergo the stresses associated with the performance horse lifestyle.”

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.

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Note to Editors: For photos to accompany this release, please contact Teresa Avery at Equine Resources International, LLC (teresa@equineresources.com)