

**Freedom Health and MidSouth Eventing and Dressage Association
Renew Popular SUCCEED® Challenge Series Promotion for 2008**

*Incentive program allocates additional prizes for MSEDAs members
using SUCCEED® Digestive Program® during 2008 time trials.*

FOR IMMEDIATE RELEASE

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Aurora, OH (March 24, 2008)—Freedom Health, LLC, has announced the return of the SUCCEED® Challenge Series in conjunction with MidSouth Eventing and Dressage Association (MSEDA) for 2008. The SUCCEED Challenge Series provides additional cash awards and other prizes for participating competitors who use SUCCEED® Digestive Conditioning Program® to foster optimum digestive health in their equine partners. The SUCCEED® Challenge Series will be run in conjunction with a number of MSEDA events, in various Horse Trials divisions, throughout the 2008 competition year.

Members of MSEDA who purchase SUCCEED® Digestive Conditioning Program® for their horses may register with either of the two preferred SUCCEED® suppliers – Brumfield Hay & Grain or Metzger’s Country Store. Registration form and rules can be found online at www.SucceedDCP.com/challenge.asp to be eligible to enter the SUCCEED® Challenge Series competition, with guaranteed prize money totaling \$2,000. Additional non-monetary prizes will also be awarded, sponsored by Devon-Aire.

“We are pleased to continue our work with Freedom Health on this program,” said Amy Clemons, Director of Marketing for Brumfield Hay & Grain. “Through the SUCCEED® Challenge, we support amateur eventing riders who typically receive little or no prize money.”

“We’re excited to be part of the MidSouth SUCCEED® Challenge this year,” said Gary Metzger, co-owner of Metzger’s Country Store. “It’s important to educate riders on the importance of optimal digestive health in their horses, through the regular feeding of SUCCEED®. We support this program 100%.”

The prize money will be paid out at the MSEDAs 2008 year-end awards, to the highest-placed (points ranking) horses that are on SUCCEED® in the following MSEDAs Horse Trials divisions: Beginner Novice, Novice, Training and Preliminary. Riders can earn points not only by placing in the top five positions at any MSEDAs Horse Trials event, but also by completing competitions without elimination.

Participants can purchase their SUCCEED® from any authorized SUCCEED® dealer, including many tack shops, feed stores and veterinarians. SUCCEED® is available through Brumfield Hay and Grain and Metzger’s Country Store at a discounted price to MSEDAs members. SUCCEED® purchases from Brumfield or Metzger’s are automatically entered into a database of eligible entries. Participants who purchase SUCCEED® at other retailers need to submit a copy of their receipts, along with a \$5.00 processing fee, to Alicia Prister at Freedom Health. For full rules and eligibility requirements, and a registration form, visit www.SucceedDCP.com/challenge.asp.

“The SUCCEED® Challenge Series with MidSouth was extremely successful last year,” said Patrick Warczak, Vice President –Marketing at Freedom Health. “We’re excited to work with MidSouth again. The SUCCEED® Challenge Series is an opportunity for owners and riders to experience the advantages of optimal digestive health in their horses, with SUCCEED®, and for us to give something back to the industry that has supported us so well over the years.”

SUCCEED® is a Functional Feed™ program that is scientifically formulated to support the health and structure of the equine digestive system. For performance horses, the health of this system is critical because it supplies nutrients that fuel the rest

of the body's function, including muscle growth and energy creation. By using SUCCEED® to support digestive functions, owners and trainers may see improvements in behavior, appearance, athletic ability and other aspects of overall well-being—all of which are essential qualities in the event horse.

The SUCCEED® Challenge Series may be extended to other Eventing and Dressage organizations around the country. Horse show 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 the SUCCEED® Call Center toll-free at 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.