

**Freedom Health Sponsors Incentive Program for Eventing Horses Receiving
SUCCEED® Digestive Conditioning Program®**

*SUCCEED® Challenge Series Makes Prizes Available to
MidSouth Eventing and Dressage Association Members*

FOR IMMEDIATE RELEASE

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Aurora, OH (March 19th, 2007)—Freedom Health, LLC, has announced a new incentive program for members of the MidSouth Eventing and Dressage Association (MSEDA) who use SUCCEED® Digestive Conditioning Program® to foster optimum digestive health in their equine partners. The SUCCEED® Challenge Series, a specially created competition, will be run in conjunction with a number of MSEDA events, in the Horse Trials division, throughout the 2007 competition year.

Members of MSEDA who purchase SUCCEED® Digestive Conditioning Program® for their horses may register with Brumfield Hay and Grain (www.brumfieldhay.com/succeed) to be eligible to enter the SUCCEED® Challenge Series competition, with guaranteed prize money totaling \$2,500. Additional non-monetary prizes will also be awarded.

“We have worked with Freedom Health to develop a program that benefits amateur eventing riders who typically receive little or no prize money” said Alicia Prister, product manager of Brumfield Hay and Grain. “This is a great way for Freedom Health to educate owners/riders on the importance of equine digestive health while encouraging people to try SUCCEED® in order to experience its results for themselves.”

The prize money will be paid out at the MSEDAs 2007 year-end awards, to the highest-placed (points ranking) horses that are on SUCCEED® in the following MSEDAs Horse Trials divisions: Starter, 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 at a discounted price. SUCCEED® purchases from Brumfield are automatically entered into a database of eligible entries. Participants who purchase SUCCEED® at other retailers need to submit a copy of their receipt to Brumfield's, along with a \$5.00 processing fee. For full rules and eligibility requirements, visit www.brumfieldhay.com/succeed and click on "The SUCCEED® Challenge Series."

"Digestive health contributes to every factor of a horse's performance, from stamina and trainability to a healthy coat and a willing attitude," said Patrick Warczak, Vice President –Marketing at Freedom Health. "The SUCCEED® Challenge Series is an opportunity for owners and riders to demonstrate how maintaining digestive health with SUCCEED® can lead to superior horse trials performance—and for us to thank them for their enthusiastic support of our product."

SUCCEED® is a functional feed™ 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 Lyndsey White at lwhite@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.