

Nick Zito Endorses SUCCEED™ Digestive Conditioning Program™

“I was so impressed with SUCCEED™ that I contacted them,” says legendary Thoroughbred horse racing trainer.

FOR IMMEDIATE RELEASE

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Aurora, OH (April 30, 2005)—Famed Thoroughbred race trainer Nick Zito has never publicly endorsed a product before. Now, however, the 32-year veteran has put his name and reputation behind SUCCEED™ Digestive Conditioning Program™ from Freedom Health, LLC.

“I don’t usually endorse products,” Zito said. “In fact, I’ve never done an endorsement before. Ever. But when I tried SUCCEED™ and saw for myself what it did for my horses in just a short time, I thought, ‘I want to be a part of this!’”

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.

“Some of it’s very simple,” Zito said. “Horses do better when they feel good. Attitude is a critical part of what it takes to be a winning race horse. When horses are in pain and they don’t feel well, their attitude suffers. Thoroughbred race horses are under a lot of stress and they have digestive problems ... There’s no doubt it affects their performance.”



Good health is critical to Zito's horses, who must feel their very best in order to meet their potentials on the track. One of only 17 trainers in history to saddle two or more Kentucky Derby winners, Zito has a history of knowing what his horses need and getting the best from them—both on the track and off.

Zito's first Derby win came in 1991 when Strike the Gold took home first in the coveted event. In 1994, Go for Gin made Zito a two-time winner. And race fans from around the world will likely remember Zito's most recent high-profile triumph—when his Birdstone beat out Smarty Jones in the 2004 Belmont Stakes at New York's Belmont Park.

Zito's 2004 earnings totaled \$6.9 million, but this New York native's career includes enough highlights to fill a novel. He got his start as a teenager, serving as hotwalker and groom for trainer Buddy Jacobson and assistant trainer for Johnny Campo and LeRoy Jolley. Saddling his first winner in 1972 (Palais), Zito obtained his professional license in 1973 and has been training top horses ever since.

But Zito's concern for horses does not stop at the track gates. He actively promotes equine welfare issues on the national level and, along with his wife Kim, has helped to find retirement homes for many aged Thoroughbreds.

"Having someone of Nick Zito's knowledge, experience and industry stature come to us with a request to endorse the product was a truly amazing experience," said Patrick Warczak, Vice President—Marketing at Freedom Health, LLC. "He fully believes in SUCCEED™ and his commitment to excellence as a horseman reflects the brand. This is a legendary professional who has never endorsed a product before; it means a great deal that he chooses to support, and use, SUCCEED™."

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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****Editors: Images to accompany this release are available for download at www.equineresources.com in the news release section.**