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**Freedom Health Sponsors Incentive Program
for 2008 Adequan® U.S. Eventing Association Gold Cup Series Competitors**

*SUCCEED® Challenge Series to Award More Than \$5,000 in Cash and Prizes
To Competitors Using SUCCEED® Digestive Conditioning Program®*

FOR IMMEDIATE RELEASE

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Aurora, OH (February 29, 2008)—Freedom Health, LLC, and the United States Eventing Association (USEA) have announced a new incentive program for competitors in the Adequan® USEA Gold Cup Series events who use SUCCEED® Digestive Conditioning Program® to foster optimum digestive health in their horses. The SUCCEED® Challenge Series, a specially created competition, will be run in conjunction with all 2008 Gold Cup Series events and will award more than \$5,000 in cash and prizes at the 2008 USEA Annual Convention, December 11-14 in New Orleans, Louisiana.

Members of the USEA who compete in the Gold Cup Series and use SUCCEED® Digestive Conditioning Program® for their horses are eligible to compete in the USEA SUCCEED® Challenge program. Prizes will be offered for first through third place in the Advanced and Intermediate divisions. All winners will receive a 90-day supply of SUCCEED®, with the Advanced grand prize winner taking home an additional \$2,500 in prize money and the Intermediate grand prize winner receiving \$1,500. The second-place finishers in both divisions will receive \$500. The placings will be determined by the USEA's existing points system for the Gold Cup Series.

Riders interested in participating in the program must register with SUCCEED® retailer Bit of Britain prior to competing in any Gold Cup Series events to have all points count towards the year-end total. SUCCEED® purchases made through Bit of Britain are automatically entered into a database of eligible entries. As an added incentive, Bit of Britain offers a five percent discount to USEA members for



all orders placed online. Owners who purchase SUCCEED® at other retailers and would like to participate in the program need to fill out an entry form with a copy of their receipt(s) and a \$5 processing fee. Full rules and eligibility requirements are available at:

http://www.bitofbritain.com/SucceedChallenge_s/293.htm.

“Digestive health is an essential factor in every aspect 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 demand on eventing horses is substantial. The SUCCEED® Challenge Series allows owners and riders to demonstrate how maintaining digestive health with SUCCEED® can lead to superior performance throughout the Gold Cup Series—and for us to thank them for their enthusiastic support of our product.”

SUCCEED® is a Functional Feed program that is scientifically formulated to support the health and structure of the entire 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 systems, including muscle growth and energy creation. By using SUCCEED® to support digestive function, owners, trainers and riders may see improvements in behavior, appearance, athletic ability and other aspects of overall well-being—all of which are essential qualities in the eventing arena.

For full rules and eligibility requirements, or to register for the SUCCEED® Challenge Program, visit: http://www.bitofbritain.com/SucceedChallenge_s/293.htm.

The SUCCEED® Challenge Series may be extended to other eventing and dressage organizations around the country. Show and organization 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**.

SUCCEED® Digestive Conditioning Program® and the SUCCEED® Equine Fecal Blood Test™ are 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.