

2007 AREA VIII SUCCEED® CHALLENGE SERIES

USEA Area VIII, MSEDAs and Freedom Health, LLC, are very pleased to announce a new incentive program for members who use SUCCEED® Digestive Conditioning Program®. The SUCCEED® Challenge Series, a specially created competition, will be run in conjunction with a number of Area VIII and MSEDAs-sanctioned events in the Horse Trials divisions throughout the 2007 competition year.

Members who purchase SUCCEED® Digestive Conditioning Program® for their horses may register with Brumfield Hay and Grain to be eligible to participate in the SUCCEED® Challenge Series competition, with guaranteed prize money totaling \$2,500. Additional non-monetary prizes will also be awarded. Riders can earn points not only by placing in the top five positions at any Area VIII Horse Trials event in levels through Preliminary, but also by completing competitions without elimination.

While 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 to members. 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.

“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.”

For full rules, registration and eligibility requirements, visit http://www.brumfieldhay.com/succeed_8.html

“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.

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.