

**SUCCEED® Digestive Conditioning Program® to Headline
Barrel Racing Futurities of America Championship Event**

Premier Barrel Racing Derby Will Also Be a SUCCEED® Challenge Series Event

FOR IMMEDIATE RELEASE

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Aurora, OH (March 27, 2007)—Freedom Health, LLC, is proud to announce its title sponsorship of the SUCCEED® World Barrel Racing Championship Derby, to be held at the 2007 Barrel Futurities of America (BFA) World Championship event in Oklahoma City, OK, December 3-8. Further, entrants who use SUCCEED® Digestive Conditioning Program® will be eligible for additional prizes through the SUCCEED® Challenge Series—Freedom Health’s unique incentive program designed to encourage horse owners to support show-stopping performance through optimum digestive health.

Freedom Health contributed \$5,000 to raise the total purse in the SUCCEED World Barrel Racing Championship Derby to \$15,000, and additional prize money may be awarded based on the number of entries. The top two finishers in each qualifying run, as well as the overall champion and reserve champion, will also receive a 90-day supply of SUCCEED. The closing date for entries in the BFA World Championships is October 15, 2007.

All Derby competitors who use SUCCEED are eligible to receive additional prize money from the SUCCEED Challenge Series. Valley Vet Supply, the preferred supplier for the BFA, will contribute an additional \$1,000 to be divided between top-finishing SUCCEED Challenge participants. Top finishers in the SUCCEED Challenge will also receive a 30-day supply of SUCCEED. Derby entrants who wish to participate in the SUCCEED Challenge Series must include a receipt verifying their purchase of SUCCEED when entering the competition. Full event

information and eligibility requirements will be available at www.barrelfuturesofamerica.com, along with entry forms.

“Our partnership with the Barrel Futurities of America is a great opportunity to support our efforts to raise awareness of the significant effects digestive health can have on performance,” said John Hall, President – Freedom Health. “These equine athletes have less than 16 seconds in which to deliver a winning performance—they need to feel comfortable enough, inside and out, to stretch and contract their bodies at lightning speed.”

SUCCEED is scientifically formulated to target the health of the equine digestive system—the fuel line that powers high-level performance. Intense equestrian sports, such as barrel racing, require horses to be in top physical condition to perform at their best. In preparation for these events, owners and trainers work to build strength and stamina in their equine partners. But in order to fully realize their physical potential, horses must have a healthy digestive system to efficiently utilize the nutrients available in grain and other foodstuffs. By using this functional feed™ to support digestive health, owners and trainers may see improvements in behavior, appearance, athletic ability and other aspects of overall well-being—and better performances in the show arena.

The SUCCEED Challenge Series may be extended to other horse shows or different classes. 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 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.