

**O'Connor Event Team Feeds SUCCEED® Digestive Conditioning Program®
to Support Optimum Digestive Health**

*Top Event Rider Believes Product is an Indispensable Tool
in the Management of Eventing Horses*

FOR IMMEDIATE RELEASE

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Aurora, OH (November 14, 2007)—Few names are as well known in the equestrian world as that of international eventing rider and Olympic medalist Karen O'Connor, whose accomplishments include wins at the Rolex Kentucky Three Day Event, Fair Hill International Event and the Pan American Games. This renowned equestrian, along with the O'Connor Event Team, keep their horses fit and healthy for the demanding discipline of eventing by feeding SUCCEED® Digestive Conditioning Program®.

“We ask so much of our horses, from training to competition,” said O'Connor. “With SUCCEED Digestive Conditioning Program, I find that our horses maintain their weight and perform at their best, even under stressful circumstances.”

O'Connor's six international competition horses—including pony superstar Theodore O'Connor—receive SUCCEED DCP. She also uses SUCCEED DCP to support the digestive health of Tigger Too, a young prospect who has had three colic surgeries and a portion of his colon removed. After three months on SUCCEED DCP, O'Connor reports that the horse is blossoming—from the quality of his coat to his physical performance.

“This product is a natural fit with our training program, which is designed to address the physical, mental and emotional well-being of the horse,” said O'Connor.

“The stress and challenge of international competition takes a toll on our horses.

SUCCEED DCP helps these horses maintain their appetite and metabolize their feed so that they stay fit and healthy.”

Eventing is generally regarded as one of the most demanding equestrian sports, consisting of three phases: dressage, cross-country jumping and stadium jumping.

Horses must be in peak physical and mental health to be successful at the top levels of the sport; horses lacking stamina or suffering from any digestive discomfort will likely lose time on the jumping rounds or lack expression in the dressage ring.

SUCCEED DCP fosters the overall health of the horse by supporting the health and structure of the digestive system—which plays a key role in appearance, temperament and performance. When this critical system is functioning properly, a horse is able to perform and compete at the top of its abilities. Beyond the obvious direct effects on condition and performance, the digestive tract supports every other system in the horse’s body—which in turn affect qualities such as trainability and attitude. Riders who use SUCCEED DCP often report improvements in these and other qualities of the overall well-being of their horses.

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.

The 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.