

**SUCCEED® and US Eventing Association Area VIII to Resume
SUCCEED® Challenge Series Promotion in 2008**

*SUCCEED® Challenge Series to award \$2000 in prize money to competitors
who use SUCCEED® to foster digestive health in their horses.*

FOR IMMEDIATE RELEASE

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Aurora, OH (March 24, 2008)—Freedom Health, LLC, and Area VIII of the United States Eventing Association (USEA) have announced the return of the SUCCEED® Challenge Series for 2008. This special competition will run in conjunction with all USEA sanctioned events in Area VIII during the 2008 competition season, and provides \$2000 in cash prizes and free SUCCEED® product for the winning competitors who feed SUCCEED® Digestive Conditioning Program® to their horses.

Members of USEA Area VIII who use SUCCEED® Digestive Conditioning Program® for their horses and want to participate must register in the USEA Area VIII SUCCEED® Challenge program. The \$2000 cash prize will be divided equally among the winners of four horse trials divisions – \$500 each to the winners of the Beginner Novice, Novice, Training and Preliminary divisions. The prize money will be paid out to the highest placed (points ranking) horses that are on SUCCEED® at the USEA Area VIII 2008 year-end awards banquet. Additional non-monetary prizes will also be awarded, sponsored by Devon-Aire.

“We’re proud to be part of the Area VIII SUCCEED® Challenge again in 2008,” said Amy Clemons, Director of Marketing for Brumfield Hay & Grain, a preferred supplier for the area VIII SUCCEED Challenge. “The program supports regular eventing riders who don’t

always get the opportunity to compete for big prizes. And their horses benefit too, from optimal digestive health, thanks to SUCCEED®.”

SUCCEED® can be purchased by USEA Area VIII members at discounted prices from Brumfield Hay & Grain. They will then be automatically entered into a database of eligible entries. Members who purchase SUCCEED® at other retailers and would like to participate in the program must submit a copy of their receipts (including both rider and horse names) to Alicia Prister of Freedom Health, along with a \$5.00 processing fee. For more information, including full rules and eligibility requirements, visit www.SucceedDCP.com/challenge.asp.

“We’re all excited about the opportunity to work with the USEA Area VIII again in 2008,” said Patrick Warczak, Vice President – Marketing at Freedom Health. “The SUCCEED® Challenge Series was highly successful last year. It provides a great opportunity for owners and riders to experience 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™ program 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 systems, including muscle growth and energy creation. By using SUCCEED® to support digestive function, 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 show arena.

The SUCCEED® Challenge Series may be extended to other Eventing and Dressage organizations around the country. Horse show secretaries interested in hosting this program may contact Alicia Prister at aprister@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 Alicia Prister directly at: 800-281-6727 ext. 240 (toll-free) or 859-537-0779 (cell).

SUCCEED® Digestive Conditioning Program® is produced and distributed exclusively by Freedom Health, LLC, of Aurora, Ohio. The 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.