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Equestrian Super-Stars Officially Sign on as Pennfield Feed *Promise Partners*

LANCASTER, Pennsylvania, March 13, 2009 — What do Phillip Dutton, Chester Weber and Michael Barisone have in common? Yes, horses. That's a given! But beyond that, they all believe whole-heartedly in feeding strictly the best and only fixed-formula feed in the country. All three have joined several other super-stars in the eventing and show jumping worlds by officially signing on as *Pennfield Promise Partners* with Pennfield Equine Feed Technologies, the official feed of the United States Equestrian Federation.

Weber, the '08 Four-In-Hand World Driving Championship's silver medalist and winner of six consecutive National Combined Driving Championships, and '08 eventing and dressage Olympians Dutton and Barisone, have been joined in the *Pennfield Promise Partner* program by fellow Olympian super-stars Karen and David O'Connor, Bruce Davidson Sr., Bonnie Mosser, Kim Severson and John Williams. Top Irish show jumper Jonathon McCrea and his wife, U.S. show jumper and Nation's Cup Team member Christine McCrea have also joined the ranks as official *Promise Partners*.

"We couldn't be more impressed with the caliber of the riders who've partnered with us," explains Jeff Katelan, national sales and marketing manager for Pennfield's Country Life Products. "These riders have been successful in their careers because they know that the horse comes first. That's why they've been using our products for years, decades in a lot of cases. So rewarding that loyalty and signing them on as official *Promise Partners* just made a ton of sense. They know what's in their control, and they know exactly what their goals are. With the 2010 World Equestrian Games in their sights, one thing that without a doubt is within their control between now and then is the nutrition that goes into their horses. They know that's what gives them an edge, and that's why they've always chosen Pennfield."

Pennfield views their riders as partners, so Pennfield's support doesn't end at feed. All *Pennfield Promise Partners* are offered a nutritional evaluation called MicroSteed, which is a proprietary nutritional analysis based on Kentucky Equine Research science and which provides a multi-page, detailed breakdown of their horse's nutritional picture. This is especially helpful for riders who split their time between the north and south as it can head off potential problems due to soil and other environmental changes. "The benefit of having these customized MicroSteed evaluations and feeding our top quality 'fixed formula' feeds, combined with the

incredible level of training from these talented clinicians, shows in their horses,” Katelan points out. “Just look at Neruda, who won the Grand Prix Special with Barisone at WEF this year and is currently ranked 8th on the USEF High Performance list, Karen’s legendary pony Teddy who was the ’07 USEF Horse of the Year, and Weber’s horse Jamaica who was named the ’08 USEF Horse of the Year.”

Pennfield believes good horsemanship begins with ‘Promise’ - developing the full promise, or potential, of yourself and your horses, and then living up to the promise, or principles, that you make to your horses to care for them to the best of your ability. These principles apply internally as well as externally at Pennfield and are the basis for how they approach their feed formulation, and why they have partnerships with companies like Kentucky Equine Research. Their partnership with KER gives them the advantage of having the best equine nutritionists in the country involved with the formulation of every bag of Pennfield Feed that leaves their mill.

This commitment to quality, consistency and living up to their promise has also recently earned Pennfield the designation as the Official Feed of the United States Equestrian Federation (USEF). As a feed that’s been available on a strictly regional basis (Pennfield is distributed up and down the east coast), this is an incredible honor and speaks to the quality of the product and the company. It’s also why Pennfield was chosen to feed the USA team in the 2002 Jerez World Equestrian Games (WEG), the 2004 Athens Olympics, the 2006 Aachen WEG, and the 2008 Beijing Olympics.

This year, Pennfield has been celebrating its partnerships with USEF, KER and its *Promise Partners*, by coming together in an eight-city tour designed to help fulfill the promise of the Olympians of tomorrow by supporting the USEF Young Riders Program through ticket sales and high-end silent auctions. Called the “*That’s a Promise Tour*”, its premise is to bring riders together with some of the best horsemen and women in the country to explore the two meanings of "promise"...one of potential and one of principal...and how they relate to themselves as riders and to their horse. Hors d’oeuvres, cocktails, mingling with stars and other amazing company from the riding world, and a silent auction is the base format for each stop, and Dr. Joe Pagen, world-renown KER nutritionist, will provide cutting-edge nutritional insight. Plus, at each Tour stop attendees have the opportunity to win a private lesson in their sport with a *Pennfield Promise Partner*, and can bid on items from Olympic riders, the U.S. Equestrian Team, and other industry companies in a silent auction to benefit the USEF Young Rider fund. Many items promise to be unique – think Karen O’Connor preparing a gourmet style meal for you and five of your friends at her farm, or a crystal horse sculpture presented to the 2008 U.S. Olympic Equestrian Team by the Mayor of Hong Kong.

The tour kicked-off with a huge party on the WEF show grounds in Wellington, FL, in February, and then made stops in Ocala, FL and Aiken, SC. Following the competition season, the tour is now on its northern swing, with its next stop scheduled for Middleburg, VA on June 2nd during the Upperville Horseshow. It then stops in Unionville, PA in July, the Hudson Valley, NY in September, and wraps up in Gladstone, NJ in October. For more information on the tour, or to get tickets for the tour stop in your area, visit www.thatapromisetour.com.

About Pennfield

Pennfield is a widely respected, family-owned feed company headquartered in Lancaster, Pennsylvania that has been serving the Mid-Atlantic since 1919, and was named in 2008 as the “Official Feed of the

U.S. Equestrian Federation". Pennfield is known for using only the finest, most consistent feed ingredients and precise manufacturing techniques that ensure top quality "fixed formula" feeds. In 1996, Pennfield joined forces with Kentucky Equine Research and consequently merged tradition and technology. Pennfield's quality manufacturing and personal service combined with KER's state-of-the-art nutritional expertise gives Pennfield customers advanced equine nutrition and uncontested technical support. For more information, please visit pennfield.com or call 800-995-0333.

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