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Press passes and high resolution photos available for journalists

Pennfield Announces Local Equine Nutrition Seminars and Dealership with *Keystone Equine, Pet & Wildlife*

Public invited to hear both KER Nutrition Advisor and Vice President of
Pennsylvania Equine Council speak, & win customized
nutritional horse evaluation

*Presented by Keystone Equine, Pet & Wildlife and sponsored by Pennfield, the official feed of the U.S.
Equestrian Federation; Kentucky Equine Research and the Pennsylvania Equine Council.*

LANCASTER, Pennsylvania, December 19, 2008 — Pennfield Equine Feed, the official feed of the U.S. Equestrian Federation (USEF), has officially opened Keystone Equine, Pet & Wildlife in Mount Joy, PA as a premier Pennfield Feed dealership. To kick off their new partnership and help the surrounding horse community brush up on the latest advancements in equine nutrition and how it relates to the southeastern PA environs, Keystone and Pennfield are hosting several equine nutrition seminars open to the public on January 21st and 22nd, 2009. Guest speakers will be Eileen Phethean, Kentucky Equine Research (KER) nutrition advisor, and Elaine Bish, Vice President of the Pennsylvania Equine Council (PEC). Attendees at each session will be entered to win a customized nutritional horse evaluation called MicroSteed™, a comprehensive and proprietary Pennfield program offered only to Pennfield's premier dealers.

"Our partnership with KER gives us the advantage of having the best equine nutritionists in the country involved with the formulation of every bag of Pennfield Feed that leaves our mill," said Jeff Katelan, national sales and marketing manager for Pennfield's Country Life Products. "We're really excited to bring a strong dealer like Keystone on board, and being located literally in our backyard, they were a perfect fit to help us share this incredible partnership we have with KER by facilitating a direct communication platform between our local horse community and these top-notch nutritionists. With Pennfield, KER and PEC involved in these seminars, we're providing a way for local horse people to gather, and discuss getting back to a simpler, more effective way of caring for their equine partners as it relates to the PA environment. You really can't get more specialized, cutting-edge information than that."

Recently announced as the "Official Feed of the United States Equestrian Federation" (USEF), the governing

body for all equestrian sports in the U.S., Pennfield is known for using only the finest, most consistent feed ingredients and precise manufacturing techniques that ensure top quality "fixed formula" feeds, meaning each lot is identical to the one that came before it. This quality and consistency has not only earned Pennfield the trust of the USEF, but also of world-class trainers and competitors throughout the equine industry who rely on Pennfield feed to fuel their horses, such as Pennfield's *Promise Partners*: Olympians Karen and David O'Connor, Phillip Dutton, Bruce Davidson, John Williams, Kim Severson and Michael Barisone; Driving Champion Chester Weber; and top Irish show jumper Jonathon McCrea and his wife, U.S. show jumper Christine McCrea. These riders will be showing their dedication to Pennfield by helping to host the upcoming eight-city "That's a Promise Tour", presented by Pennfield, KER and USEF. The tour will kick-off with a gala held in Wellington, FL on February 8th and will follow the competition season north. More information can be found at www.thatsapromisetour.com.

The Keystone Equine, Pet & Wildlife's Equine Nutrition Seminars will be held at the following times and locations:

Date: Wednesday, January 21st, 2009

Time: 6:30 p.m. for Horse Owners and Enthusiasts

Location: the Red Lion Cafe on Rt. 443 in Pine Grove, PA

Date: Thursday, January 22nd, 2009

Time: 2:00 p.m. for Equine Professionals only

6:30 p.m. for Horse Owners and Enthusiasts

Location: Keystone Equine, Pet & Wildlife, 781 East Main Street, Mount Joy, PA

Attendance is free and all are welcome to attend, although the 2:00 p.m. session is reserved for equine professionals only. Each two-hour session will include refreshments, a presentation and open discussion. Reservations are required and may be made by calling Beth Ann Parise at 717-295-8735. We hope to see you there!

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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