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Meet Olympic Riders at the Grand Finale of Pennfield Feed's "That's a Promise Tour"

Guests will be treated to a pas de deux performance with Gold Medalist David O'Connor and '08 Olympic Dressage Team Member Michael Barisone, and a lecture from world-renowned equine nutritionist Dr. Joe Pagan of Kentucky Equine Research

Come support Georgina Bloomberg's The Rider's Closet program, win free lessons with Olympians, or splurge in the silent auction. All proceeds will benefit the United States Equestrian Federation Young Rider Program

GLADSTONE, New Jersey, September 22, 2009—Ten top international and Olympic equestrians will eagerly meet the public, answer questions, stand for photographs and share their experiences at the grand finale of the "That's a Promise Tour," sponsored by Pennfield Equine Feed Technologies, who has been the official horse feed of the United States Equestrian Federation (USEF) since 2008. Pennfield and its partners Kentucky Equine Research (KER) and the USEF joined forces for a seven-stop tour that raced up the eastern seaboard this year raising money for the USEF's Young Rider Program while educating people on the latest advancements in equine nutrition. The event will be held at the United States Equestrian Team Foundation Headquarters at 1040 Pottersville Road on Wednesday, October 7th at 6:30 p.m.

Olympic event riders David and Karen O'Connor, Bruce Davidson, Phillip Dutton and John Williams; international event riders Bonnie Mosser and Buck Davidson; '08 Olympic Dressage Team Member Michael Barisone; show jumper Georgina Bloomberg; and Chester Weber, the Four-in-Hand World Driving Championship Silver Medalist and six-time U.S. National Champion, will attend this event at historic Hamilton Farm, home of the United States Equestrian Team. The evening will be capped with a captivating pas de deux riding performance by Gold Medalist David O'Connor who will ride simultaneously with Barisone aboard his partner and Palm Beach Dressage Derby Champion "Olympus," owned by Dr. Nancy Binters.

"This event caps what has been a remarkable experience in the past few months, connecting horse enthusiasts with inspirational competitors covering the spectrum of riding disciplines," Jeff Katelan, national sales and marketing manager for Pennfield Country Life Products said. "Our goal on the tour was to deliver an educational component on the latest advancements in equine nutrition, utilize our partnerships with some of the top equestrians in the world to create opportunities for riders to meet, learn from and train with the top athletes of their sport, and of course help raise funds for up-and-coming equestrians. By partnering with the dedicated folks at KER, the USEF and all of these phenomenal riders we delivered on that promise."

The evening will commence with an hors d'oeuvres reception, followed by a silent auction sponsored by The Chronicle of the Horse magazine. Items for the auction include a crystal horse presented to the U.S. Equestrian Team by the mayor of Hong Kong during the 2008 Olympics, equestrian art work, and riding items such as Der Dau custom boots. Win lessons with some of the Pennfield Promise Partners and free feed. All the proceeds from the event will be donated to the USEF Young Rider Program.

Attendees who bring a donated item of new or good quality used riding clothes and footwear to the event will stand in a photo session with Bloomberg and receive an autographed photo of themselves with this champion. All items donated to Bloomberg's *The Rider's Closet* program are distributed to individuals and riding schools who are in need.

After the photo session, Dr. Pagan will present a lecture on "Sport Horse Nutrition." Pagan is a world-renowned researcher and equine nutritionist who has a long history of providing equine nutrition support to elite athletes. As the Official Equine Nutritionist of the USEF, Dr. Pagan's company has worked closely with the USEF's international teams to ensure their horses' nutritional needs were met when preparing for and traveling to such prestigious competitions as the 2002 Jerez World Equestrian Games (WEG), the 2004 Athens Olympics, the 2006 Aachen WEG, and the 2008 Beijing Olympics. Following his lecture, all the riders will take part in a roundtable discussion to share their amazing experiences and answer any questions from the audience. The evening concludes with the pas de deux riding performance.

"I am really looking forward to riding with my good friend David O'Connor. We both feel that this is a truly important program to support by raising funds for tomorrow's up-and-coming young riders. Every one of us here remembers what it was like starting out as a young equestrian; it can be challenging. We are happy to help give a young rider a 'leg up' the ladder!" Barisone said.

Seating is limited for the event and pre-registration is strongly recommended. On-site registration will be accepted as space allows. A \$10 donation to the USEF Young Riders Program is requested. Those interested in attending the event should contact Beth Ann Parise at 717-295-8735 to RSVP, or log on to www.thatsapromisetour.com.

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About Pennfield Corporation: Pennfield is a widely respected, family-owned feed company headquartered in Lancaster, Pennsylvania that is honored to have legendary riders like the O'Connors, Phillip Dutton and Bruce Davidson as loyal customers for decades. Pennfield has been serving the Mid-Atlantic since 1919, and was named in 2008 as the "Official Feed of the U.S. Equestrian Federation". They are 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.

About Kentucky Equine Research: Kentucky Equine Research (KER) is a world-renowned equine nutrition and consultation company. KER works with feed manufacturers around the world to develop horse feeds and supplements that are suited for the particular region in which they are to be fed. Research efforts are the cornerstone of KER, and conclusions drawn from studies are used in the formulation of scientifically advanced feeds. In addition to its research endeavors, KER has a rich tradition of providing premium feeds to the greatest equine athletes in the world. In 2000, the company was tapped to be the official nutritionist of the United States Equestrian Federation, and that affiliation continues today. KER is headquartered in Versailles, Kentucky and can be contacted at 859-873-1988, by email at info@ker.com, or by visiting www.ker.com.

About the United States Equestrian Federation: The vision of the United States Equestrian Federation® is to provide leadership for equestrian sport in the United States of America by promoting the pursuit of excellence from the grassroots to the Olympic Games, based on a foundation of fair, safe competition and the welfare of its human and equine athletes. For more information, please visit www.usef.org or call 859-258-2472.

