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Pennfield Announces “That’s a Promise” East Coast Tour

Public to meet Olympic stars, win training packages and bid on auction items

Presented by Pennfield, Kentucky Equine Research, and the United States Equestrian Federation.

LANCASTER, Pennsylvania, November 30, 2008 — Pennfield Equine Feed Technologies is proud to announce an eight-city East Coast tour to bring equestrian fans together with Olympic riders to celebrate and explore the meaning of “promise.” Each evening will include hors d’oeuvres, wine, a presentation and discussion led by a world-renowned equine nutritionist, a silent auction with unique sport horse items and collectibles, and the chance to win training with a top rider in your chosen sport.

“The idea of ‘promise’ was sown several years ago as I was walking through our equine feed mill in Mt. Joy, Pennsylvania,” said Jeff Katelan, national sales and marketing manager for Pennfield’s Country Life Products. “I was fortunate to be able to spend time with Ernie Horn, Jr., one of the original founders of Pennfield, before he passed away. That day he said to me, ‘Jeff, you must promise me to always put the horse first. If you do that, you have then put the customer first, because that’s what they want more than anything... for someone to care about the wellbeing and performance of their horses as much as they do.’ Greatly affected by this wisdom, I answered, ‘Mr. Horn, that’s a promise.’”

Mr. Katelan went on to explain, “With this tour, we now have a way for horse people to gather, and discuss getting back to a simpler, more effective way of progressing in their training, and caring for their partners. In honor of Mr. Horn’s simple yet powerful creed, we have named it the *That’s a Promise* tour.”

Within the discussion of ‘promise’ are two meanings: developing the full promise (potential) of yourself and your horses and secondly, living up to the promise (principle) that you make to your horses to care for them to the best of your ability. The tour brings these two meanings of promise together with three partners:

1. **Formulating** the Promise: A presentation titled “Performance Horse Nutrition: Challenges and Practical Solutions,” a discussion of problem/solution-based cutting-edge equine nutritional science by Dr. Joe Pagan, founder and president of Kentucky Equine Research.
2. **Feeding** the Promise: Pennfield Equine Feed Technologies, state-of-the-art miller of KER formulas, is awarding one attendee at each event the opportunity to train with a top rider in the discipline of their choice.

3. **Funding** the Promise: \$10 admission fee and all silent auction bids will go to fund the United States Equestrian Federation's Young Riders Program.

The *That's a Promise* tour will kick off in Florida in February, and follow the competitive season northward up the coast. The 2009 schedule is as follows:

- February 8th in Wellington show grounds, Florida — Grand Gala Kickoff — 6:30 pm
- February 9th in Ocala, Florida
- March 10th in Aiken, South Carolina
- April 24th in Lexington, Kentucky
- June 2nd in Middleburg, Virginia
- July 14th in Unionville, Pennsylvania
- September 2nd in Hudson Valley, New York
- October 7th in Gladstone, New Jersey

Each *That's a Promise* gala will feature the attendance of one or more top riders who rely on Pennfield to fuel their horses top efforts, including, at this time, multi-Olympic medalists Phillip Dutton, Karen and David O'Connor, and Bruce Davidson; 2008 U.S. Olympic eventing team alternate, Bonnie Mosser; 2004 U.S. Olympic Team Bronze medalist, John Williams; the 2008 U.S. Olympic dressage team alternate, Michael Barisone; Irish Show Jumper Jonathon McCrea and his wife, U.S. show jumper Christine McCrea; and World Four-In-Hand Driving silver medalist and USEF 2008 Equestrian of Honor, Chester Weber. Additional top riders, including some from show jumping and other sports, are expected to make commitments to the tour within the next few weeks. Attendees will be able to mingle with these riders in a relaxed setting, and obtain autographs.

All are welcome to attend, though seating will be limited to approximately 200, depending on venue. So don't delay! Reservations may be made by calling Beth Ann Parise at 717-295-8735, and more information may be found at www.thatsapromisetour.com. A \$10 donation is requested per attendee, with 100% forwarded to the Young Riders program of the USEF.

About Pennfield

Pennfield is a widely respected, family-owned feed company headquartered in Lancaster, Pennsylvania that has been serving the Mid-Atlantic since 1919. Known for using only the finest feed ingredients and precision, state-of-the-art manufacturing techniques, Pennfield has earned the trust of world-class trainers and competitors throughout the equine industry by guaranteeing 100% of its equine feeds are "fixed formulas," meaning each lot is identical to the one that came before it. 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

Headquartered in Versailles, Kentucky, Kentucky Equine Research (KER) is a world-renowned equine nutrition and exercise physiology research 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 is the cornerstone of KER's mission, and conclusions drawn from studies are used in the formulation of scientifically advanced feeds and feeding practices. 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 Equine Nutritionist" of the United States Equestrian Federation, a relationship and affiliation that continues today. For more information, please visit ker.com, or call 859-873-1988.

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 usef.org, or call 859-258-2472.