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Game Ready Equine Launches Highly-Anticipated Back Wrap

Berkeley, CA - (October 6, 2006) – Game Ready Equine has launched the highly-anticipated Back Wrap to round out their line of therapeutic products which use dry cold and active compression to help heal and prevent soft tissue injuries in horses. The Back Wrap from Game Ready Equine is a non-invasive solution for sore backs, and the only one on the market to use dry cold in combination with active compression.

The Game Ready Equine Back Wrap is designed to provide therapy from the withers to the lower back; the area typically covered by a square saddle pad. The Wrap will fit horses and large ponies, with adjustments around the barrel and chest as well as lacing along the spine for a customized fit. The Wrap alleviates sore back pain due to poor saddle fit and a host of other back problems in horses.

The Back Wrap is already proving its benefits. A pony was recently brought to equine therapist Janus Marquis to address his sore back which was thought to have been caused by poor saddle fit. The swelling was extensive enough to make accurate diagnosis and saddle fit assessment difficult. The pony was treated with the Back Wrap for 45 minutes starting with low pressure, quickly increasing to medium pressure to provide the maximum benefits. The Back Wrap covered the crucial area of the inflammation as well as a portion of the pony's withers.

After one treatment the swelling had subsided enough for Marquis to conclude that saddle fit was not the source of the pony's sore and swollen back, but rather too much weight from a rider who had outgrown her mount. After the first treatment, the therapist estimated the pony's back was 80% better.

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“Heat and inflammation had subsided significantly, the pony appeared more comfortable, carried himself more correctly, and moved in a relaxed manner,” Marquis said. “Without the Game Ready Equine Back Wrap, the source of his sore back would have likely been misdiagnosed due to the intense swelling. Thanks to Game Ready Equine’s cold and compression therapy, he was back to himself in no time, and has shown much improvement in the ring.”

The Game Ready Equine Back Wrap is a non-invasive solution offering two distinct advantages over traditional cold therapies; a dry application, and active compression. In addition to decreasing pain, swelling, and tissue damage, dry cold therapy has the added benefits of convenience and minimizing dermatological issues that can result from wet ice. The active compression’s squeeze-and-release action pushes swelling from the injury site and encourages fresh blood flow into the back. It’s this combination of reducing swelling and encouraging a re-supply of fresh blood which accelerates the horse’s natural healing process.

How Game Ready Equine Works

The Game Ready Equine System consists of flexible wraps and a microprocessor-regulated Control Unit, which is filled with ice and water. The appropriate wrap is secured firmly around the area to be treated. Next, treatment is customized by selecting one of four compression levels as well as a temperature range, and setting the internal timer.

The Game Ready Equine Back Wrap is priced at \$995. To order or learn more about the benefits of dry cold, active compression, or Game Ready Equine’s full range of wraps, visit www.gamereadyequine.com or call 1.888.GameReady (1.888.426.3732).

About Game Ready Equine

Game Ready, Inc. is a medical device manufacturer based in Berkeley, California. The company was founded in 1998 by a NASA collaborator whose research pioneered the control of temperature and pressure in space suits. Working with athletes, doctors and veterinarians, Game Ready combined scientific research with sports medicine to create products that help accelerate recovery from injuries and surgery. The company’s core products, Game Ready (available in the U.S.) and Game Ready Equine (available in Canada and the U.S.), use patented ergonomic wraps and an adjustable control unit to simultaneously deliver active compression and cold therapy. For more information, visit www.gamereadyequine.com or www.gameready.com.

