



## **YOUTH BARREL RACER WINS BY HALF OF A SECOND THANKS TO IMPROVED HEALTH IN HORSE'S HOCKS**

*New Therapy Credited for Horse's Winning Performance*

**Berkeley, CA – July 26, 2006** – Tara Timms, known for her winning aggressive riding style, almost had to withdraw from the International Finals Youth Rodeo (IFYR) earlier this month. Her Quarter Horse, Streakin' Britches was suffering hock soreness due to a heavy work schedule leading up to the IFYR. To condition for the Barrel Race, Tara used the Game Ready Equine Hock Wrap on her horse during the week leading up to the Finals. After using the System, Tara and her horse were not only able to compete, but they won with the fastest time of the night - the only team to clock-in under 17 seconds.

"After I used the Game Ready Hock Wrap, we saw a huge improvement in Britches' performance," said Tara. "I was so excited, because we had worked really hard all year to get to this point, but if he hadn't been sound, all that would have been lost."

To accelerate recovery and to help prevent injuries, the Game Ready Equine Hock Wrap applies the same technology currently being used by more than 90 pro sports teams, 500 professional athletes and 160 universities nationwide. The system is an advanced application of the RICE regimen (Rest, Ice, Compression, Elevation) which, when used consistently, reduces pain, muscle spasms, tissue damage, and swelling, ultimately allowing for quicker and better healing and injury recovery. The Game Ready Equine System consists of wraps which are as easy to apply as shipping boots, and a Control Unit which continuously pumps ice water and compressed air into the wraps.

Game Ready Equine Hock Wraps offer two distinct advantages over traditional cold therapies such as hosing or ice boots; 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 the risk of cracked heels, scratches, and dermatological issues that can result from wet legs. The active compression's squeeze- and-release action pushes swelling from the injury site and encourages fresh blood flow into the leg. It's this combination of reducing swelling and encouraging a re-supply of fresh blood which accelerates the horse's natural healing process.

Game Ready Equine's dry cold and compression therapy has heralded praise from riders, owners and trainers of some of the world's most elite competitive horses. "Brentina had suffered a tendon strain in March 2004 and we were worried that she would not make the Olympics," said Olympic Dressage Team Member Debbie McDonald. "We used Game Ready Equine twice a day and were able to increase the workload gradually. I am totally convinced that without Game Ready Equine, I would not have gone to Athens."

### **How Game Ready Equine Works**

The Game Ready Equine System consists of flexible wraps and a microprocessor-regulated Control Unit approximately the same size and weight as a home stereo component. The Control Unit has a reservoir, which is filled with ice and water. The appropriate wrap is secured firmly around the injured area. Next, treatment is customized by selecting one of four compression levels as well as a temperature range, and setting the internal timer. The wrap provides deep-tissue cold therapy to rapidly remove heat from the injury site, alleviate pain, diminish inflammation and prevent further swelling. Simultaneously, Game Ready Equine's active

compression applies pressure for two minutes and then releases for one minute. This cyclical compression aids lymphatic drainage by facilitating the evacuation of excess fluid from the area.

Pricing for the Game Ready Equine System begins at \$3220 US dollars. Rental and financing options as low as \$120 per month are available. The Hock Wrap is \$350 each (\$700 for a pair). To learn more about the benefits of dry cold, active compression, 3 or Game Ready Equine's new Hock Wrap, visit [www.gamereadyequine.com](http://www.gamereadyequine.com) or order by calling 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.gameready.com](http://www.gameready.com) or [www.gamereadyequine.com](http://www.gamereadyequine.com).

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