



GAME READY EQUINE REVOLUTIONIZES TREATMENT OF EQUINE SOFT-TISSUE INJURIES

Patented System Used by Pro Athletes Now Speeds Recovery for Horses in Canada

Berkeley, CA – April 30, 2006 – Just like a professional basketball player, gymnast or tennis star, the equine athlete suffers from strained tendons, muscle tears, soft tissue swelling and additional injuries that plague its performance and ability to compete. Utilizing the same physical therapy and athletic training principles used by human athletes, calling for the use of RICE (Rest, Ice/Cold, Compression and Elevation) to treat soft-tissue injury, Game Ready Equine has developed a revolutionary system to comfortably provide dry cold and active compression therapy for horses. With the launch of Game Ready Equine in Canada, a far more effective and convenient alternative to the traditional icing and hosing of horses' legs is now available.

Game Ready Equine was developed with feedback and design input from leading vets, trainers, riders, and the United States Equestrian Team.

"Brentina had suffered a tendon strain in March 2004 and we were worried that she would not make the Olympics. We used Game Ready Equine twice a day and were able to increase the workload gradually," said Debbie McDonald, 2004 Olympic Show Jumping Team Member. "I am totally convinced that without Game Ready Equine, I would not have got to Athens."

To accelerate recovery and to help prevent injuries, the new Game Ready Equine system 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 which, when used consistently, reduces pain, muscle spasms, tissue damage, and swelling, ultimately allowing for quicker and better healing and injury recovery.

"Until Game Ready Equine, there hadn't been a recovery system that applied both active compression and cold therapy simultaneously. Combining these two therapies in a single application gives us a capability we haven't had before and the result has been a tremendous reduction in soft tissue swelling, thereby improving the overall healing process," said Dr. Kent Allen, DVM, Virginia.

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 intermittent 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.

"This product was born from feedback we received from the country's top vets, riders and horse trainers. The initial response was overwhelmingly positive and inspired us to launch Game Ready Equine. We're committed to helping athletes, whether two or four legged, perform at their best," said Tom Oliver, CEO of Game Ready.

Pricing for Game Ready Equine begins at \$3220 US dollars. Trainers, competitors, horse owners and veterinarians in Canada can learn more online at www.gamereadyequine.com or order by calling (416) 994-6940.

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 or www.gamereadyequine.com.

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