



**DRY COLD THERAPY AND COMPRESSION APPLICATION
NOW AVAILABLE WITH THE LAUNCH OF GAME READY EQUINE**

Patented System Used by Pro Athletes Now Speeds Recovery for Horses

Berkeley, CA – May 10, 2004 – 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. With the launch of Game Ready Equine, gone are the days of cumbersome ice boots, wet alleyways and excessive water usage. The portable Game Ready Equine system, which consists of patented leg wraps and an adjustable control unit, is as easy to apply as shipping boots and provides a dry, cold, comfortable treatment for inflammation and soft tissue injuries. Game Ready Equine can also be used to treat acute tendon injuries, suspensory desmitis, laminitis and other non-specific areas of swelling and inflammation.

Game Ready Equine was developed with feedback and design input from leading vets, trainers and the U.S. Equestrian Team.

"I witnessed an appreciable reduction in swelling in an edematous limb during the first treatment with Game Ready Equine. The Game Ready system is much more rapid, more efficient and simple compared to conventional treatments," said Hilda Baisel, DVM, Pioneer Equine Hospital in Oakdale, CA.

To accelerate recovery and to help prevent injuries, the new Game Ready Equine system applies the same technology currently being used by more than 60 pro sports teams, 200 professional athletes and 70 universities nationwide. The secret to Game Ready lies in its NASA-inspired spacesuit technology, which combines cold therapy with intermittent compression, in a dry application.

"Until Game Ready Equine, there hadn't been a recovery system that applied both intermittent 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.

The Game Ready Equine system features wraps that completely surround the horse's legs and a control unit that continuously pumps temperature controlled water and air into the wraps. Two wrap styles are available:

Dual Utility Wrap

Two 14" x 11" wraps designed to treat specific areas of the leg. The wraps can also be joined to cover and treat a larger area on the horse.

Dual Full Leg Wrap

Two full length wraps cover from the top of the horse's knee down to the top of its hoof.

"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.

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 simply secured firmly around the injured area. Next, treatment is customized by selecting one of four compression levels, a temperature range, and setting the internal timer. The form-fitting 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.

Pricing for Game Ready Equine begins at \$2485 which includes the control unit, single hose and one utility wrap. Trainers, vets and horse owners can order the product online at www.gamereadyequine.com or by calling (888) 426-3732 or sending an email to info@gameready.com.

About Game Ready, Inc.

Based in Berkeley, Calif., Game Ready is a medical device manufacturer registered with the Food and Drug Administration. The company was founded by a NASA collaborator who conducted pioneering research on controlling temperature and pressure in space suits. Working with athletes and doctors, Game Ready combined scientific research with sports medicine to create products that help athletes and active people recover faster from injury and perform at their best. The company's core line, the Game Ready Accelerated Recovery System, uses patented ergonomic wraps and an adjustable control unit to simultaneously provide cold therapy and intermittent compression. For more information, visit www.gameready.com.

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