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GAME READY EQUINE'S NASA TECHNOLOGY REVOLUTIONIZES CARE AND TREATMENT OF EQUINE SOFT-TISSUE INJURIES

Corporate Backgrounder

"Many people have sighed for the 'good old days' and regretted the 'passing of the horse,' but today, when only those who like horses own them, it is a far better time for horses." --C.W.

Anderson

Horses are natural-born athletes whose strength, speed and endurance have served humans at work, at play and in sport since the beginning of time. While their use for transportation and physical labor has diminished in the last century, their popularity as competitive athletes, across a broad range of equestrian sports, has never been greater or more profitable.

Just like a professional basketball player, gymnast or tennis star, equine athletes require substantial investments of time, resources and care to reach the top of their game. And just like human athletes, equine athletes suffer from strained tendons, muscle tears, soft tissue swelling and additional injuries that plague their performance and ability to compete.

With the launch of Game Ready Equine, it is a far better time for equine athletes, especially those requiring treatment for soft tissue injuries. Game Ready was born from the revolutionary idea of using spacesuit technology to treat athletic injuries. As a designer for NASA, the company's founder helped pioneer the technology involved in controlling temperature and pressure in spacesuits. In 1998, he began working with human athletes, athletic trainers, and doctors to expand his discoveries into the realm of sports medicine. The positive feedback associated with the company's first Game Ready prototypes was overwhelming. Sprains, strains, and bruises healed better and faster. Post-operative patients recovered more quickly. Today, this technology is being used by more than 90 pro sports teams, 500 professional athletes, and 160 universities nationwide. Many top athletes, including Steve Young, Jerry Rice, Troy Aikman, and Jack Kemp, liked the system so much that they became part owners in the company.

Game Ready's entry into the equine industry began as a small test market in 2004. When the United States Equestrian Team (USET) learned of the new product, they offered their equine expertise as a complement to Game Ready's technology know-how. The result is a product that has since set a new standard in cold and compression therapy. Game Ready Equine's dry cold and active compression offers effective treatment for inflammation and soft tissue injuries, as well as acute tendon injuries, suspensory desmitis, laminitis, bucked shins, splints, swelling inflammation and post-surgery recovery.

How does cold therapy heal injuries faster?

Cold therapy is universally used to minimize damage following injury and help athletes heal faster during injury rehabilitation. Benefits include decreased pain, decreased muscle spasms, decreased tissue damage (cold puts your body's cells into a state of "hibernation", keeping them alive in the face of the oxygen shortage that accompanies injury rehabilitation), and decreased swelling (due to less tissue damage).

Game Ready Equine's dry cold therapy offers several advantages over traditional cold therapy methods such as ice boots or hosing. First, dry cold therapy minimizes the risk of cracked heels, scratches or dermatological issues that can result from wet legs. Second, Game Ready Equine's form-fitting, flexible wraps completely surround the affected area for maximum heat removal and consistent cooling. Third, temperature can be adjusted, helping to minimize the risk of tissue damage due to excessive cold. Game Ready Equine's patented technology forces fluid into every part of the wrap and continuously cycles fluid throughout the wrap for even, easy-to-use cooling.

Why is compression needed?

Cyclical compression therapy has been recognized as a superior method of eliminating swelling. Compression helps to remove swelling and increase blood circulation to localized areas for increased healing effects. This works because the application of cyclical compression to a wound site (acute or chronic) actively reduces swelling by pushing the damaged tissue (known as edema) into the lymphatic system so the horse's body can heal itself more quickly.

The active and adjustable compression settings provided by the Game Ready Equine system also help drive cold therapy deeper into the area being treated. This means the benefits of cold

therapy go far beyond the surface to the internal tissue that is harder to reach. The flexibility of the wraps ensures that the cold therapy is evenly distributed and conforms extremely well to complex equine anatomy, no matter how big or small the horse.

How does the Game Ready Equine system work?

To accelerate recovery and help prevent injuries, the system utilizes an advanced application of the RICE regimen (Rest, Ice, Compression, and Elevation); the universally accepted procedure for treating acute sports injuries. When used properly, RICE reduces pain, muscle spasms, tissue damage, and swelling, ultimately allowing for quicker and better healing and injury recovery.

Traditionally, ice (cold) and compression are the most challenging aspects of this regimen to effectively administer with horses. Game Ready Equine's marriage of controllable cold and active compression provides an effective and efficient way to apply the RICE regimen, which helps horses heal better and faster. 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. An AC adapter is provided, and a carrying case and battery pack are available.

Use of the portable Game Ready Equine System is easy: simply fill the Control Unit with ice and water; secure the appropriate wrap around the horse's affected body part; connect the wrap to the Control Unit; select pressure and timer settings; and press start. 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 approximately four minutes and then releases for one minute. This cyclical compression aids lymphatic drainage by facilitating the evacuation of excess fluid from the area.

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