



PRESS RELEASE

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Enter for a Chance to Win a Game Ready Now through July 21st at BarrelRacingBuzz.com
Tell Sherry Cervi, Team Steinhoff, and Game Ready Equine Why You Should Be the Winner

Alameda CA, May, 23 2008 – Game Ready™ Equine is called the “secret weapon” of top Barrel Racers across the nation for preventing injuries in their horses and speeding recovery from a multitude of ailments. Between now and July 21st, you’ve got a chance to win your very own by telling BarrelRacingBuzz.com why you are the most deserving winner. Entries will be read, and a winner chosen, by Game Ready users Sherry Cervi and Team Steinhoff as well as Jamie Miles (a Game Ready Representative). Visit www.barrelracingbuzz.com for details and to enter to win.

Game Ready Equine is an accelerated recovery system based on patented dry cold and active compression therapy. The Game Ready System is used for post-workout therapy, chronic lameness, acute lameness, cellulitis, tendonitis, pre- and post-operative care, bowed tendons, stocked-up legs, wind puffs, and more. Game Ready Equine utilizes the same physical therapy and athletic training principles relied on by human athletes, calling for the use of RICE (Rest, Ice, Compression, Elevation). The product is being used by the United States Equestrian Team, top Barrel Racers across the nation, and some of the equestrian industry’s most recognizable names. The technology is also used for people by more than 90 pro sports teams and 500 professional athletes nationwide.

Debbie Steinhoff, whose family owns Hot Shot (whose earnings of over \$230,000 have made him the number one money-earning barrel racing horse of the last decade) says, “Game Ready has been a fantastic tool in helping Hot Shot giving our girls the best he’s got. We really believe this system should be a key part of any barrel horse’s care routine.”

To enter to win, visit www.barrelracingbuzz.com and click on “Win a Game Ready!” Entries will be received through the Barrelnanza race in Guthrie, Oklahoma on July 21st 2008. A winner will be chosen on or before August 1st.

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About Game Ready Equine

Game Ready is a medical device manufacturer based in Alameda, 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. For more information, visit www.gamereadyequine.com.

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