

Game Ready Applauds FEI Regulations Governing Use of Cryotherapy

Prohibitions Against Sub-Zero Cooling Protects Health of Horses and Levels Playing Field in International Competition

Alameda, Calif. – March 16, 2009 –Game Ready™ today praised recent actions by the Fédération Equestre Internationale (FEI), the international body governing equestrian sport recognized by the International Olympic Committee (IOC), to prevent the misuse of cryotherapy in the treatment of horses. In its 2009-2012 Veterinary Regulations, the FEI prohibited use of dangerous sub-zero cooling, while acknowledging that treatment with ice and water is permissible.

“In such high levels of competition, as those governed by the FEI, trainers and riders assume a great responsibility in providing the best possible care to ensure that their horse is in peak condition,” said Robert Croteau, director of international sales for Game Ready. “The combination of cooling with ice and massage is a centuries old therapy that is a staple of good husbandry practice. But in some cases individuals are subjecting horses to extreme cold for extended periods of time, masking potentially serious injuries so the horse can compete and not considering the possible life-threatening consequences. We applaud the FEI for acknowledging the serious problems associated with misuse of cold therapy and their ultimate concern for the welfare of the competing horses.”

The 2009-2012 FEI Veterinary Regulations state in Article 1027.3, regarding alternative treatment of horses at FEI events, that “shock wave therapy and cryotherapy are not permitted during competition and for a period of five days prior to the first horse inspection. Cooling with ice and water is permissible to above 0 degrees Celsius. Cooling with machines that can cool below 0 degrees Celsius are not permitted unless the machine can be locked out of the lower temperatures by the Veterinary Delegate.”

Game Ready provides the equestrian market with an injury treatment system that utilizes ice and water to deliver dry cold and active compression, preventing injury in horses and speeding recovery from a multitude of ailments. 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 and wind puffs.

About Game Ready

Based in Alameda, Calif., CoolSystems Inc., makers of Game Ready™, manufactures and markets pneumatic cryotherapy systems for humans, equines and canines. The systems provide intermittent or cyclical compression while simultaneously delivering dry, adjustable cold therapy when applied to the affected area. The system can be operated with minimal training, and with its patented ergonomic wraps, adjustable temperature and compression levels, and its portable design, can be incorporated into a multitude of treatment protocols. For public information, please visit www.gameready.com.

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