

GAME READY EQUINE SYSTEM USED BY 3 OUT OF 4 NCHA CHAMPIONS

Patented Game Ready Equine System Speeds Recovery for Horses

Berkeley, Calif. – May 16, 2005 – Back in April, at the NCHA Super Stakes, Champions of the 4-year-old Open, 5/6-year-old Open and 4-year-old Non-pro classes all possessed a secret weapon for treating and preventing soft tissue injuries – the Game Ready Equine system. Developed with feedback from leading vets, trainers and the U.S. Equestrian Team, the portable Game Ready Equine system, which consists of patented leg wraps and an adjustable control unit provides a dry, cold, comfortable treatment for inflammation and soft tissue injuries that can plague horses performance and ability to compete.

Game Ready Equine can also be used to treat acute tendon injuries, suspensory desmitis, laminitis and other non-specific areas of swelling and inflammation. With Game Ready Equine, gone are the days of cumbersome ice boots, wet alleyways and excessive water usage.

Riders/horses who used Game Ready Equine at the NCHA Supers Stakes included:

5/6-year-old Open	
Champion:	Jeremy Barwick riding Dual Rey Me owned by Jeremy & Candace Barwick
Finalists:	Twelve finalists, including top riders Paul Hansma, EddieFlynn, Kobie Wood and Roger Wagner.
5/6-year-old Non-Pro	
Finalists:	Seven finalists, including Mary Jo Milner, who qualified 3 horses at the finals.
4-year-old Open	
Champion:	Matt Gaines riding One Time Pepto owned by Jeffery Matthews
Reserve Champion:	Paul Hansma riding Rockin By Choice owned by Liz Queen
Finalists:	Kobie Wood, Roger Wagner, Paul Hansma and Boyd Rice
4-year-old Open Gelding	
Champion:	Paul Hansma riding Rockin By Choice owned by Liz Queen
Finalist:	Phil Rapp
4-year-old Non-Pro	
Champion:	Paula Wood riding Chita Cash Cat owned by Paula & Kobie Wood
Finalists:	Mary Ann Rapp, Jim Vangilder and Janet Westfall
4-year-old Limited Open	
Finalist:	Tony Piggott
4-year-old Limited Non-Pro	
Reserve Champion:	Jeffery Matthews riding Reymansing
4-year-old Gelding Non-Pro	
Finalist:	Mary Ann Rapp

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.gameready.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.

#