



**FOR IMMEDIATE RELEASE**

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## **SPORTFORCE ANNOUNCES NEW ALLIANCE WITH AGVET ASSOCIATES**

### **National animal health sales organization to begin representing SportForce's premium equine health products**

**LEXINGTON, KY (January 12, 2010)** - SportForce management today announced that they have signed a marketing and sales agreement with [AgVet Associates, LLC](#) of Granbury, Texas. [SportForce](#) will be selling their equine health and supplement product line nationally through AgVet's sales organization to OTC and Ethical distributors.

Stan Yaro, Chief Executive Officer of SportForce is "pleased to bring a valued partner to the team", and is "looking forward to working together with AgVet to provide innovative and quality equine health products to a competitive market. AgVet's unequalled service to customers and clients will no doubt be greatly beneficial to our company."

"AgVet's reputation of hard work and honesty will mesh well with SportForce's dedication to tested and scientifically proven products," says Bob Walber, President of AgVet Associates, LLC.

Walber adds that, "SportForce's premium products produce results, and our customer base is very attracted to SportForce's substantiated research and clinical studies. Their specially formulated supplements will attract much attention. AgVet is looking forward to watching our relationship with SportForce develop."

**About SportForce:**

SportForce brings horses and science together through its products that have been developed and manufactured by an internationally recognized team of equine veterinarians and nutritional experts. SportForce offers the highest quality of equine products including BioBerry™, OsteoGen™, ArthroGlide™, SiliforceHorses™, OmegaTri™, GastriVive™, HydraBoost™, HoofStim™, MetaLibrium™ and ProEntera™.

**Dr. Amy Gill** - A well-known lecturer and author based in Lexington has spent many years breeding, breaking, training and rehabilitating horses and has been a consultant with various equine companies and farms throughout her career. She specializes in growth, metabolic and exercise related disorders and has authored numerous articles regarding these subjects for publications such as The Backstretch, The Whole Horse Journal, The Horse, The Holistic Horse and currently is a regular contributing writer for the Thoroughbred Times.

**Dr. Bill Bernard** - An equine veterinarian in Lexington, Kentucky, who practiced 18 years as an internist and partner at Rood and Riddle Equine Hospital, is currently a consultant in equine medicine. His primary research interests are equine infectious diseases and neonatal intensive care medicine. He has received numerous awards and has published articles in major equine medical journals. He received his MS and DVM from the University of California-Davis and completed his internship and residency at the University of Pennsylvania and New Bolton Center, Kennett Square, Pennsylvania.

**About AgVet Associates:**

AgVet Associates, LLC represents manufacturers of top quality animal health products, equipment and supplies to Animal Health distributors and their customers throughout the United States. Every member of AgVet has extensive industry experience, established relationships and proven records in their geographical region. AgVet Associates offers nationwide representation, minimal product line duplication and focused sales and marketing resources.

To purchase SportForce products or to learn more information about SportForce and its products, visit [www.sportforcellc.com](http://www.sportforcellc.com) or call toll free 1-866-84-FORCE (36723). To learn more about AgVet, visit [www.agvetassociatesonline.com](http://www.agvetassociatesonline.com) or call toll free 1-866-560-1199.

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