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SPORTFORCE EQUINE SUPPLEMENTS SIGNS NATIONAL ENDORSEMENT

Professional Horseman, Dennis Reis, to represent SportForce during 2010 U.S. tour

LEXINGTON, KY (APRIL 8, 2010) – Equine probiotics, digestive management and antioxidants are just a few of the new words that professional horseman, Dennis Reis, will begin using during his clinics as he signs on with SportForce. Reis will be in Lexington, KY, on Wednesday, April 14, to meet with SportForce, tape new commercial spots with SportForce products and talk to the media about his new partnership.

Reis, an internationally recognized horseman from Penngrove, CA, will be making 35 stops during his national “No Dust Tour” in 2010. Each clinic will incorporate SportForce products and logos, as well as face-to-face time between Dennis and his customers. Dennis Reis has been affiliated with RFD TV since 2002 and currently airs *Reis Ranch Universal Horsemanship* three times a week.

“Dennis Reis and SportForce are very like-minded. We will continue to surround ourselves with leading companies and individuals in the equine industry,” said Stan Yaro, Chief Operating Officer of SportForce. “His large fan-base relies on his horsemanship, and SportForce is pleased that Dennis recommends our quality line of equine nutritional supplements.”

Dennis Reis said “I’m looking forward to having SportForce join us on our RFD TV show, as well as attending several of our ‘No Dust Tour’ events. SportForce is a high-quality product, wanting to reach all horse-lovers from the back-yard enthusiast, to the forward-thinking professionals – and that’s what I plan to assist them with.”

Photo and Interview Opportunities:

- Wednesday, April 14, 2010
- 4:00 – 5:00 p.m. ET
- Lakeside Arena
- 1385 Duncan-Millville Road, Frankfort, KY 40601
- (859) 489-4885
- lakesidearena.com
- <http://www.mapquest.com/maps?city=Frankfort&state=KY&address=1385+Duncan+Rd&zipcode=40601-8231&country=US&latitude=38.154671&longitude=-84.818552&geocode=ADDRESS>

PHOTO & INTERVIEW
OPPORTUNITY

About SportForce:

SportForce is a line of high-quality equine products that was launched by the internationally recognized equine products company, Hallway Feeds of Lexington, KY. SportForce products are substantiated by research, supported by clinical studies and specially formulated for all breeds and disciplines of horses. The SportForce line was developed by internationally recognized veterinarians and equine nutritionists and feature products in seven categories: digestive management, bone growth and development, antioxidants, hoof and joint supplements, probiotics and electrolytes to meet the targeted needs of all horses.

About Dennis Reis:

Dennis Reis' Universal Horsemanship workshops are taught in an environment where the horse is allowed to express himself. Students learn about the horse's true nature through exercises that encourage the horse to make his own decisions without restraint or force. Dennis also teaches skills that enable students to act as herd leader to their horses. Because his students work with the horse's nature instead of trying to control it, they have willing, happy and safe horses. Dennis and his wife, Deborah, reside at their ranch in Penngrove, CA.

To schedule time with Dennis Reis or SportForce, please call Natalie Engle at Affinity Sports Marketing - (817) 749-0388.

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