



FOR IMMEDIATE RELEASE

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A NEW LINE OF PREMIUM EQUINE ANIMAL HEALTH PRODUCTS

LEXINGTON, KY (September 17, 2009) - The management team of [Hallway Feeds](#), an internationally recognized manufacturer of premium equine feed and nutritional products, is pleased to announce a new company called [SportForce](#)[™] LLC. Headquartered in Lexington, Kentucky, SportForce has developed a line of high quality equine products that is substantiated by research, supported by clinical studies and specially formulated for all breeds and disciplines of horses. Key clients have stated that the SportForce product line is for users who want a "Premium Equine Health Product" for all breeds.

The SportForce line features 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. Ongoing areas of research interest will lead to the continued growth of the SportForce portfolio of solutions.

Developed by internationally recognized veterinarians and led by equine nutritionist, [Dr. Amy Gill](#), SportForce will be a product development innovator in equine animal health. In addition to Dr. Gill's work, Dr. William Bernard, DVM assisted with developing products for SportForce.

Stan Yaro, recently appointed Chief Operating Officer of SportForce says, "We are excited to be able to provide the equine industry with a line of high quality, uniquely formulated products that will target specific needs of horses in all fields." He adds, "The ingredients in our products have been carefully researched, sourced and blended to insure their level of therapeutic effectiveness. Our products work, plain and simple."

About SportForce:

SportForce brings horses and science together through its products that have been developed and manufactured by an internationally recognized team of equine 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.

Stanley Yaro - Senior management experience in Global Operations and Marketing with Fortune 500 companies. As a COO for an animal health company, he was responsible for establishing national brand recognition and product placement in equine and small animal distribution channels.

To purchase SportForce products or to learn more information about SportForce and its products, visit www.sportforcellc.com or call toll free 1-866-84-FORCE (36723).

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