



The Leader in Natural Equine Nutrition

PRESS RELEASE

FOR IMMEDIATE RELEASE

**ESSENTIAL NUTRIENT AIDS PERFORMANCE OF PREMIUM
TAP'S IMPRESSIVE 2nd in DUBAI WORLD CUP**

Trainer Kimmel Says Natural Nutritional EFA-3 Aids Performance and Health

(April 6 2007, Newark, DE) – Performance breakthroughs including the recent 2nd place win in the prestigious Dubai World Cup by champion Premium Tap were achieved through a combination of sound training, patience and an advanced feed program, trainer John Kimmel confirmed today.

Premium Tap came in a close second in the Dubai World Cup on March 31st and was eight lengths ahead of the pack made up of the best race horses in the world.

“Although it’s difficult to say any one component of training or diet drive a breakthrough in performance, I am a believer in the power of the omega-3 based supplement EFA-3 to improve a horse’s soundness, recovery, performance and appearance,” Kimmel said. “I have fed Premium Tap and my other performance horses EFA-3 for several years, and I can say with confidence that it makes more of a difference than any other single nutritional component.”

EFA-3 represents a new paradigm in equine nutrition because it contains the correct balance and natural source of the nutrient alpha-linolenic acid – omega-3 fatty acid –

needed to maximize a horse's peak potential. This natural, unprocessed form of omega-3 fatty acid cannot be found in any traditional feeds and supplements.

“The genie is out of the bottle,” Equine Performance Systems' President Mark Capparell, C.S.C., said today. “The overwhelming weight of scientific evidence proves that omega-3 fatty acids enhance the condition and performance of equine athletes, period.”

About EFA-3: How It Works

Harvard University sports nutritionalist Will Brink, Ph.D., has lectured widely on the benefits of series 3 prostaglandins derived from omega-3s. The series 3 prostaglandins provide the foundation for the physiological system to build muscle, control inflammation, and help joints and connective tissues heal and recover from the stress of exercise.

Omega-3 also has been proven to stop the loss of muscle – a key factor in training on a competitive level. A renowned researcher and author on fatty acids, Jade Beutler, has found that omega-3s enhance athletic performance by producing hormonal precursors needed to build muscle mass while prolonging stamina, stoking metabolic processes, and synthesizing and balancing hormonal function which directs endocrine hormones to target cells.

Amy Gill Ph.D. Equine Nutrition

Feeding Omega-3 fatty acids have been shown to improve respiratory conditions and help accelerate the healing of quarter cracks and other skin and hoof disorders. The addition of Omega-3's to the diet will help to not only keep your horse healthier and performing well, but, as you can see by the benefits they provide, contribute to reduced veterinary costs and lay-up time.

Capparell noted that fats in traditional feeds and supplements are delivered through processed oils such as corn, rice bran and soybean oils. These oils, create a pro-inflammatory, immune-suppressed, muscle wasting (catabolic) state, slowing and hampering a horse's performance.

“A simple diet change of substituting unprocessed omega-3 oil for processed fatty oils rapidly builds better muscle tone and improves endurance,” Capparell stated. “Trainers shouldn’t be fooled by unrefrigerated products claiming to contain beneficial omega 3. In order to work in the system, they must be fresh and refrigerated.”

###

For more information contact: Mark Capparell C.S.C.S
800-213-8902
www.efa-3.com

ADDITIONAL INFORMATION

Extensive scientific research supports that a diet supplemented with omega-3 creates a physiological edge for the equine athlete. Leading experts and researchers in the field of sports and equine nutrition support the benefits.

Benefits of feeding Omega-3 include:

- An increase in strength and stamina, due to positive effects on the endocrine system producing the hormones and enzymes necessary for enhanced athletic performance.
Normalization of hormone production and concentration
- Increased insulin sensitivity and efficiency, promoting the synthesis of muscle, and the ability of cells to utilize nutrients efficiently.
- Increased neurological sensitivity and innervation of muscle fibers, contributing to strength and twitch responsiveness.
- Improved ability to transport and utilize oxygen, hence improved stamina, due to affinity of carbon chain of Omega-3 fatty acids for oxygen
- Increased elasticity of connective tissue and bone density
- Recovery time from exercise and injury will be shortened because of the factors listed above and due to the enhanced immune system. The immune system is suppressed by intense exercise and plays an important role in recuperation. A suppressed immune system leads to over training, injury, and poor performance.
- Improved permeability of cellular membranes, allowing improved nutrient uptake and removal of toxic metabolites resulting from intense bouts of exercise