

EQUINE RESOURCES INTERNATIONAL

Equine Resources International, LLC Celebrates 10 Years of Service to the Equine Industry

Innovative Communications and Personal Client Service Define Unique Marketing Firm

FOR IMMEDIATE RELEASE

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Kennett Square, PA (May 30, 2007) – Established in 1997, Equine Resources International, LLC is now proud to celebrate 10 years of helping clients bring exceptional products and services to horse enthusiasts across the country and around the world. With a client list that includes top industry names such as Pfizer Animal Health, Freedom Health, LLC, and the PRIMEDIA Equine Network – to name just a few – Equine Resources International looks forward to a future that’s even brighter than its past.

“Our job is to bring the whole horse world to our clients – from dressage to rodeo and everything in between,” said Lua Oas Southard, co-founder of Equine Resources International (ERI) and company CEO. “Over the decade since our inception, we’ve become known for creating eye-catching marketing pieces and professionally written press materials. We work closely with our clients to get to know their needs and help them communicate key messages for their brands.”

Southard notes that a central component in ERI’s success is the strength of the team of industry professionals that keeps the firm running every day. “I can’t say enough about our staff and the work they do. Each one of them is truly dedicated to helping our clients meet their goals.”

Southard and her co-founder, Patricia Doennig, started ERI in order to provide a wide range of marketing services for companies with products that would truly benefit the horse industry. Since that time, ERI’s size has nearly tripled and the team has worked on a diverse set of projects, including product launches for brands such as Equimax™ and SUCCEED® Digestive Conditioning Program®, the development of unique Web sites and interactive CD-ROMs, carefully crafted advertising and media relations campaigns, direct mail efforts and sponsorship program creation.

Dedicated to the horse industry, ERI provides clients with a staff that is well versed in the varying segments of the market, possessing personal experience riding and training horses from Arabians to warmbloods in dressage, reining, Western pleasure and jumping. Coupled with their strong relationships to professionals throughout the market, this personal experience helps ERI associates truly understand the needs of owners and trainers and how best to communicate with them.

Pfizer Animal Health's equine division has worked with ERI for the past eight years. "ERI is the champion of the equine industry," said Kristin Ruff, Equine Products Manager at Pfizer Animal Health. "No one has the knowledge base, desire or creativity that ERI brings to marketing to horse owners, equine practitioners or boarding facilities. They're truly the best at what they do."

In addition to Pfizer Animal Health, ERI currently works with Freedom Health, LLC, the PRIMEDIA Equine Network, Outback Trading Company, W.F. Young, Inc., E. Vogel Custom Boots and Shoes, Equine Products, LLC, Comfort Stall Stable Supply Company, Chester County Collections, Ltd. and the Pennsylvania Horse Breeders Association.

"Professional. Smart. Talented. I could go on. ERI is more than a business partner; they're part of our team," said Patrick Warczak, Jr., Vice President of Marketing at Freedom Health, LLC.

For more information about ERI's clients and services, visit the company online at www.equineresources.com or call 610-444-7554.

Equine industry journalists will find a special benefit at ERI's website in the Equine Writers' Resource section. This area of the site allows writers to draw from ERI's wide range of contacts in the industry to request interviews on nearly any article subject. While ERI clients provide a great resource for a number of topics, the company is also happy to help journalists find sources outside the regular client base. Interview request forms, as well as the latest features from ERI's clients, are available in this section.