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## **LUITPOLD ANIMAL HEALTH, MAKER OF ADEQUAN®, NAMED OFFICIAL PARTNER OF BREEDERS' CUP WORLD CHAMPIONSHIPS**

**LEXINGTON, Ky. (October 7, 2015)** – Luitpold Animal Health, maker of Adequan® (polysulfated glycosaminoglycan) and a leading manufacturer of animal health products, has been named an official partner in the Equine Joint Wellness category of the Breeders' Cup World Championships.

The Breeders' Cup, Thoroughbred racing's most prestigious two-day championship event, featuring 13 grade one races with purses and awards totaling \$26 million, will be held on October 30-31 at Keeneland Race Course in Lexington.

As part of the agreement, Adequan® will brand several different groups of horsemen and racetrack workers in the stable area during World Championships; including:

- Outfitting Official Horsemen's Jackets to all grooms, hot walkers, and exercise workers connected to each of the more than 160 horses expected to start in the Breeders' Cup races.
- Placing the Adequan® logo on all the numbered race day vests.
- Official co-branding of the Horsemen's Grooming Buckets during the event. These buckets, which will be located at the barns in the Rice Road stabling area, will include Adequan® marketing materials and as well as other equine products.
- Sponsorship of the "Best Turned Out Program." Grooms are awarded the "Best Turned Out Award" for all 13 Breeders' Cup races. The best-turned out award is presented to the groom or stable employee who has best-prepared their horse (e.g. brushing, braiding, trimming hair and overall appearance of each horse) just prior to the running of the race.

"We are very pleased that Adequan® has joined as an official sponsor of this year's World Championships at Keeneland," said Craig Fravel, Breeders' Cup President and CEO. "The health and safety of our equine athletes is a prime concern to all of us and we are glad to have the commitment of Adequan® to our event during Breeders' Cup week."

"It is the goal of Luitpold Animal Health to associate Adequan®, a leading product in the equine joint health market, with a quality competition in an awesome environment," stated Allyn Mann, Director at Luitpold Animal Health. "We certainly feel we have achieved this goal through our strategic partnership with the Breeders' Cup World Championships."

## About Breeders' Cup

The Breeders' Cup administers the Breeders' Cup World Championships, Thoroughbred racing's year-end Championships. The Breeders' Cup also administers the Breeders' Cup Challenge qualifying series, which provides automatic starting positions into the Championships races. The 2015 Breeders' Cup World Championships, consisting of 13 grade one races and purses totaling \$26 million, will be held October 30-31 at Keeneland Race Course in Lexington, Ky., and will be televised live by the NBC Sports Group. Breeders' Cup press releases appear on the Breeders' Cup Web site, [www.breederscup.com](http://www.breederscup.com). You can also follow the Breeders' Cup on social media platforms [Facebook](#), [Twitter](#), [Instagram](#), Snapchat and [YouTube](#) .

There are no known contraindications to the use of intramuscular Adequan® i.m. brand Polysulfated Glycosaminoglycan in horses. Studies have not been conducted to establish safety in breeding horses. WARNING: Do not use in horses intended for human consumption. Not for use in humans. Keep this and all medications out of the reach of children. Caution: Federal law restricts this drug to use by or on the order of a licensed veterinarian. Each 5 mL contains 500 mg Polysulfated Glycosaminoglycan. Brief Summary Indications: For the intramuscular treatment of non-infectious degenerative and/or traumatic joint dysfunction and associated lameness of the carpal and hock joints in horses. SEE PRODUCT PACKAGE INSERT FOR FULL PRESCRIBING INFORMATION at [www.adequan.com](http://www.adequan.com).

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