

FOR IMMEDIATE RELEASE

January 8, 2007

CONTACT INFORMATION

Melissa Fryer, KERx
3910 Delaney Ferry Rd.
Versailles, KY 40383
859-873-1988, mfryer@ker.com

KERx Unveils EquiShure™, Latest in Arsenal of Wellness Products

KERx Special Needs Nutrition, a division of Kentucky Equine Research, recently unveiled EquiShure, a timed-release buffer designed to reduce the problems associated with subclinical acidosis in horses.

EquiShure is scientifically proven to stabilize the pH of the hindgut. Horses fed diets rich in grain or high-fructan pasture grasses often experience a sharp decline in the pH of the hindgut, which in turn causes a deleterious shift in the microbial population. When changes in the microbial profile occur, horses express signs of subclinical acidosis that may ultimately derail performance as well as reduce growth or reproductive potential.

Signs of subclinical acidosis include decreased feed intake or complete inappetence in severe cases, mild to moderate colic signs of unexplained origin, poor feed efficiency and subsequent weight loss, loss of performance, and development of stereotypies such as wood chewing, weaving, and stall walking. In severe cases of acidosis, colic or laminitis might ensue.

EquiShure is unlike other digestive buffers on the market today. Because of its unique time-released nature, it remains intact until it reaches the horse's hindgut. Research has shown that EquiShure is effective in stabilizing the pH of the hindgut by reducing the effect of lactic acid production. When fed EquiShure, horses experience a minimal drop in hindgut pH, allowing for optimal digestion of feedstuffs.

EquiShure is top-dressed onto grain meals for ease of feeding. It is packaged in 1.25-kg jar and 7.2-kg resealable bucket.

EquiShure was developed by KERx Special Needs Nutrition, a program designed to combine the individual strengths of veterinarians and nutritionists to optimize wellness in all horses. Partnering with KERx allows veterinarians to access the latest knowledge, resources and tools to support nutritional consultation for their clients. The program includes an array of services that enable veterinarians to expand the scope of supportive therapy, disease prevention and management of horses with special needs.

For more information on EquiShure, go to www.kerx.com or call 888-873-1988.