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SMARTPAK ADDS LAND CONSERVATION TO LIST OF KEY INITIATIVES

FOR IMMEDIATE RELEASE – Plymouth, MA – March 10, 2009 – Adding land conservation to its list of charitable initiatives which already includes Research and Animal Rescue and Rehabilitation, Green Horsekeeping, Breast Cancer Research and Wild Fire Relief, SmartPak is pleased to announce their new partnership with the Equestrian Land Conservation Resource (ELCR). Joining in the effort to save land for horses across the United States, SmartPak has signed on to become a member of the Equestrian Partners Program, a growing coalition of organizations committed to helping the Equestrian Land Conservation Resource fulfill its mission of conserving land and access for all equines. “Land conservation is becoming a very serious issue in the equestrian community, with land in the U.S. being developed at the rate of 250 acres/hour,” said Paal Gisholt, SmartPak’s president and CEO. “The ELCR serves as a wonderful resource for information on land conservation related to equestrian issues, and with our partnership we hope to help raise awareness of this issue among riders and horse owners before it becomes too late.”

“The Equestrian Land Conservation Resource is grateful for the generous support of SmartPak,” said ELCR CEO Deb Balliet. “It further demonstrates SmartPak’s commitment to the welfare and future of the entire horse industry.”

The Equestrian Land Conservation Resource was founded in 1997 by a group of concerned horse people who recognized that loss of open land is the greatest threat to the future of all equestrian sport, recreation, and industry, and that there is a serious need to take action to preserve land for equestrian use. As the organization has grown, the need for the services it provides individuals and groups across the country has also grown. Many people simply do not know where to turn or what to do when faced with zoning battles, encroaching development, trail

closures, or the like. The Equestrian Land Conservation Resource helps them find the ways and means to be effective.

Despite their diverse interests and activities, members of the Equestrian Partners Program recognize that, the future of equestrian life as we know it is endangered. Organizations interested in joining the national efforts to save land for horses can visit www.elcr.org or call the Equestrian Land Conservation Resource at 859-455-8383 for more information.

SmartPak Equine was founded by riders and horse owners who ride and show Reining, Western Pleasure, Dressage, Hunter/Jumper, Polo, Equitation, Eventing, and have logged many miles trail riding. In addition to the SmartPak supplement system, the company offers a broad line of horse health and rider items, dog supplies, and equine and canine pharmacy items sold through the company's catalog, Web site and retail store.

For more information about SmartPak, go to www.SmartPakEquine.com or call toll free at (800) 461-8898.

About SmartPak Equine

SmartPak Equine was founded in 1999 with the purpose of simplifying the administration of nutritional supplements and medications to horses. The patented SmartPak™ supplement feeding system has been adopted by thousands of barns and horse owners across the country, who value knowing that their supplements will be fed correctly. It has been embraced by riders from all disciplines and all levels, including seven Olympic medalists. In addition to the SmartPak supplement system, the company offers a broad line of horse health and rider items, dog supplies, and equine and canine pharmacy items sold through the company's catalog and Web site. In 2006, SmartPak was named to Inc. Magazine's list of the 500 fastest growing private companies for the second straight year and is the only equine company ever named to the list. The company was also listed among the Boston Globe's annual "Top Places to Work" in 2008 and was honored with a Best Bosses award presented by Fortune Small Business and Winning Workplaces. SmartPak also operates a retail store in Natick, MA. For more information, visit www.SmartPak.com.