



**Equine New Product Release:  
SmartPak™ helps solve the problem of Picky Eaters**

PLYMOUTH, Mass. – (April 2, 2009) – With the launch of their Free Taste Test Sample program, SmartPak™ is helping to solve the challenge of the picky eater. Since introducing its pioneering SmartPak service in 2000, riders and horse owners have come to rely on SmartPak not just as the typical catalog supplier, but as a true partner in the care of their horse, offering innovative solutions to the problems that horse owners face. Horse owners with picky eaters face the dilemma of buying a bulk supply of a supplement only to have their horse turn up his nose and refuse to eat it. Not only is the situation frustrating for the horse owner, it's also costly. SmartPak is solving this problem by offering FREE samples for the 300+ supplements they carry.

"We have hundreds of conversations with horse owners every day about their supplement feeding programs and all too often we hear about their struggles with picky eaters," commented Becky Minard, founder and senior VP of SmartPak. "When you have a horse who's a picky eater, it can become time consuming and costly to find a product that will work for him. It really got us thinking about what we could do to help these horse owners out and we think the sampling program will be a great solution."

SmartPak customers are excited about the program too. In a recent email to SmartPak's Customer Care department, one horse owner commented "Thanks again! I just received a trial sample and gave it to my mare yesterday with grain. Thankfully she gobbled everything up. Customer service is alive and well!"

This new program takes advantage of supplying the samples in the popular daily dose SmartPak supplement feeding system, and complements the other efforts SmartPak has already undertaken to help solve the picky eater problem. These efforts include offering

flavored carrot and apple pellets to mix with supplements for horses receiving minimal grain, use of its signature fenugreek flavoring – clinically proven to be the most preferred flavor by horses – in its SmartSupplement line of products, and coming this spring, pelleted versions of many of SmartPak's SmartSupplements™.

With over 300 supplements to choose from and a complete line of horse care supplies, SmartPak has become the company that horse owners turn to when they want a wide selection of products with unparalleled service. 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 <http://www.SmartPakEquine.com>