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Applied Animal
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Press Release

Applied Animal Enrichments, LLC, Makers of Genuine
HORSEBALLS® Products, Introduces:
The BigBall™

Applied Animal Enrichments, LLC is the industry leader in enrichment and
“the leader in therapeutic recreation and for horses”.™

Kensington, MD, December 10, 2003: Applied Animal Enrichments, LLC is constantly designing
new and innovative products for the enrichment and behavioral challenge of animals. The newest of
these innovations is the BigBall™.

The BigBall, as the name implies, is a huge inflated ball. It is available in 28” and 36” sizes. The
BigBall™ is nudged, kicked, and chased by horses and other animals. It does not have a handle or any
other protrusion, thereby challenging the animal to chase it. The size of the BigBall™ prevents it from
rolling under fences. The larger BiggerBall™ is the large size ball that mounted police divisions use to
train horses for crowd control. Dressage riders use the BiggerBall™ to teach bending and suppleness.
Reining folks use the ball to teach horses as well. The BigBall™, like the larger one, is terrific for general
pasture use by horses and other large animals. Either of the BigBall™ sizes can be used for Horseback
Soccer.

The BigBall™ is made of a very durable polyvinyl rubber-like material. It is a thicker, tougher material
than those designed and marketed as exercise balls for humans. It will stand up to great use.

The BigBall™ is also the right size for humans to use as an exercise ball for stretching and
abdominal work. It also works well as an exceedingly comfortable desk chair!

The BigBall™ is proudly made in America.