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Applied Animal
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Press Release

HORSEBALLS, Ltd. Announces its New Name: Applied Animal Enrichments, LLC

The Leader in Equine Therapeutic Recreation™ has expanded to Include Enrichment Products for Dogs and other Domestic Animals and will be developing Enrichment Products and Programs for Captive Wild Animals.

Kensington, MD, January 19, 2004: HORSEBALLS, Ltd. has grown up! The new name, Applied Animal Enrichments, LLC, reflects the expansion of our product line and our scope of business. Applied Animal Enrichments, LLC has been the industry leader in Therapeutic Recreation for Horses™. Many farms, trainers and thousands of horses enjoy the benefits of our genuine HORSEBALLS® products. Now we have found that they are being used by numerous zoos and animal sanctuaries.

There is finally a strong focus in the animal industries, both in pets and zoological segments, on the need for enrichment for the well-being of these animals. Enrichment is the process of bettering animals' lives by providing products and programs that simulate the animal's natural and instinctive actions to stimulate their physical, mental, and emotional well-being. Zoos are in the forefront of research into the use of enrichment products and programs. Applied Animal Enrichments, LLC has been a leader in the cause for making enrichment products and programs available to all animals since 1985. Applied Animal Enrichments, LLC has been working with zoos, wildlife sanctuaries, and horse rescue programs to develop new products and to help develop programs and strategies to better the lives of these captive and companion animals. Not only are enrichment programs now, finally, recognized as necessary for both domestic and captive wild animals, but it is a legal requirement in accordance with the Animal Welfare Act.

Along with new products for horses and dogs, Applied Animal Enrichment is developing new products and adapting our current products for use with rescued (and) wild animals living in wildlife sanctuaries. A

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portion of the profits from the products used in sanctuaries will be donated back to sanctuaries. A portion of the profits from other products will be donated to horse and dog rescue interests and therapeutic riding programs.

Our product line will now include the DogBall®, a two-handled ball designed for dogs to carry, tug, and chase. Even with the two handles, the DogBall remains round and capable of rolling. The DogBall is made of a reasonably soft, yet very durable plastic. It will also be available in a hard plastic version.

We are also developing the BigBall®, a LARGE, heavy duty ball without handles for horses to kick, nudge and chase. The horses will not be able to pick up the BigBall®, therefore it will promote more running than the Eggbutt™ HORSEBALL® or the StallBall®. Like the other HORSEBALLS® products, the BigBall® is made of a heavy duty rubber like vinyl.

Just for the fun of it, our Hopalong Harrison, the child's hop toy, is now made in an adult size. The adult sized Hopalong Harrison has been requested for parties and horse shows. We will also make the adult Hopalong Harrison available for charity races at horse shows and polo matches.

HORSEBALLS® products are designed specifically to provide a SAFE challenge to horses and other animals. The important feature of our inflated products (the Eggbutt™, the StallBall®, and the BigBall) is their inflation. If the products are used in an unsupervised manner, which would be typical, the inflated product will deflate if there is any problem at all.

All of the products made by Applied Animal Enrichments, like the original HORSEBALLS® products, are proudly made in America.