

NCHA NEWS RELEASE



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LubriSyn™ joint health maintenance product becomes new corporate partner and sponsors 2007 NCHA Weekend events

(Fort Worth, TX) – The National Cutting Horse Association is proud to announce that LubriSyn will be a new corporate sponsor and will also be sponsoring the 2007 NCHA Weekend events this June. Created by Dr. Steve Allday, LubriSyn is a patented, daily supplement of hyaluronic acid (HA) that carries the coveted NASC Quality Seal. Given by mouth daily, LubriSyn promotes healthy joint function and helps maintain consistent levels of HA in the blood and synovial fluid.

“We’re very proud to be selected by the NCHA as its partner. The organization’s status as the leading association for cutting horses – and our shared commitment to the lifelong health of all horses -- makes this a natural fit for us,” said Dr. Steven Allday, creator of LubriSyn

“We are extremely excited to welcome LubriSyn as our new corporate partner and NCHA Weekend sponsor,” said NCHA Executive Director Jeff Hooper. “Already a proven product in other markets, LubriSyn has a lot to offer this industry. Cutters are always looking for innovative and quality products to maintain and protect their horse’s health and longevity.”

More information about this smart, affordable joint health maintenance product – including the free shipping offer – is available at www.lubrisyn.com.

NCHA Weekend takes place from June 1-3, with cuttings scheduled in each of the 25 NCHA Areas. For more information, visit www.nchacutting.com. The National Cutting Horse Association is made up of 17,000 members across the United States with a wide range of backgrounds. The sport of cutting has roots in Western ranching traditions, where good horses were a necessity for everyday ranch work and cattle handling. From cowgirls to CEOs, from firefighters to professional football players, the common ground is often in the cutting arena.

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Each year more than 2,200 NCHA-approved events are held throughout the country with more than \$42 million in prize money awarded. For more information about the NCHA or the sport of cutting, please call 817-244-6188 or log on to www.nchacutting.com.