

For Immediate Release

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Dressage Rider Caroline Roffman Wins Vita Flex Victory Pass Award at Wellington Classic Dressage Spring Challenge CDI

Wellington, FL (March 29, 2011) . Dressage rider Caroline Roffman and Beemer, a 13-year-old, 17.2 hand bay Holsteiner, were victorious in the FEI Young Rider Grand Prix (16-25) at the Wellington Classic Dressage Spring Challenge CDI. Roffman, who was all smiles following her success at the show, also rode away as the winner of the Vita Flex Victory Pass Award, sponsored by Vita Flex Nutrition.

"This was only my second time to show Beemer and it went really well," Roffman said. "He was much better for me this time, and easier. He really came together for me in the ring. My first time to compete on him was at the International Horse Sport Palm Beach show and we also won the Young Rider Grand Prix so I am thrilled at how we are doing as a team."

Roffman's trainer and a group of investors own Beemer and Roffman said she is honored to be riding him. "Beemer has more experience than I do in the Grand Prix so it is really wonderful for me to ride him," Roffman said. "He has two years of Grand Prix experience under his belt and he is quite a talented horse. He won the National Championship for Six-Year-Olds."

Roffman, 22, is pleased to be competing in the Young Rider Grand Prix and has already ridden into the winner's circle several times in the class. "I was really excited that Vita Flex[®] was sponsoring this class, because I love the products," Roffman said. "I am looking forward to trying the Vita Flex[®] joint supplement, I have heard a lot about it."

Allyson St. Vincent, brand manager for Vita Flex Nutrition, congratulated Roffman on winning the Young Rider Grand Prix and the Vita Flex Victory Pass Award. "Caroline is one of the up-and-coming young dressage riders in the United States. She has had a tremendous amount of success already and we know she is one to watch in the future. We are pleased that she already loves the Vita Flex[®] products and is eager to try Equinyl[™] Combo, our joint supplement that may reduce inflammation associated with training and competition without causing gastrointestinal side effects. I know Caroline will find that, like all elite equine competitors seeking maximum performance, Vita Flex[®] supplements deliver winning results and are innovative, cutting edge products backed by the latest in scientific research."

Vita Flex Nutrition delivers winning results with innovative equine products formulated specifically for the extreme performance demands of equine athletes. Researched and tested by equine nutritionists and veterinarians, Vita Flex® products have been relied upon for more than two decades by owners, trainers and top riders. Joint supplements, such as Equinyl® Combo, contain the patented ComfortX™ ingredient which helps manage inflammation associated with training and competition, provides joint health support, increases flexibility and shortens recovery time by reducing the emigration of neutrophils to the site of the inflammation.

For more information about Vita Flex Nutrition products, visit their website at www.vitaflex.com or call (800) 848-2359.

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Photo: Dressage rider Carolina Roffman rode away as the Vita Flex Victory Pass Award winner at the Wellington Classic Dressage Spring Challenge CDI. (Photo courtesy of JRPR – no photo credit necessary)