

For Immediate Release

Contact Tanner Clark

Tclark@central.com

www.vitaflex.com

(800)848-2359

Vita Flex Goes 3 for 3: Victory Team Dressage Riders On the Road to National Championships

Gladstone, NJ (June 11, 2014) – Its not everyday a rider gets an invitation to compete at the United States Equestrian Federation Festival of Champions, and it is even rarer for one company to be able to congratulate all three of their Victory Team Dressage riders on receiving such an invitation. But that is reality for Vita Flex and they stand behind their three dressage riders as they vie with the other top United States riders for a chance to compete at the 2014 World Equestrian Games in Normandy. Caroline Roffman, Lisa Wilcox, and Adrienne Lyle will head to the United States Equestrian Team Foundation Headquarters in Gladstone, New Jersey June 12-15 with the hopes of securing a spot to represent their country on the international stage.

Lyle and her mount Wizard, who represented the United States as an individual at the 2012 Olympic Games in London and who has had a very successful season in Wellington, are ranked fourth with a score of 71.227%. “I don’t think it is a coincidence that all of the Vita Flex Victory Team Members have qualified for the USEF National Championships,” said Lyle. “These team members know what it takes to be the best, inside and out, and that is why we feed Vita Flex.”

Roffman and Her Highness O are fresh off a Grand Prix win at the Kentucky Dressage Association CDI***, and are ranked 7th with a 70.127%. Lisa Wilcox and Denzello are ranked 14th with a 68.531. These three riders continue to demonstrate that they have crossed the line from good to great, which is Vita Flex’s aim in offering the best in equestrian performance supplements and products. With any luck, Vita Flex will be able to continue to support their three dressage stars as they compete in Normandy.

The top 2 riders will win an automatic spot at the World Equestrian Games, while the next six will then be sent to compete in Europe to determine who will make up the rest of the team. Vita Flex’s Brand Manager, Tanner Clark, congratulated the riders saying, “We are very proud of our three dressage riders. They have proven they are among the best in the nation, and we are thrilled to be part of their support system as they compete on the international stage.”

Caroline Roffman, who recently won the Grand Prix at the Kentucky Dressage Association CDI*** with Her Highness O, could not be more thrilled about her invitation to compete at Gladstone. “Her Highness, or Hannah, is new to the Grand Prix but her scores have put us in the running,” she said. “It is exciting to have the entire team of Vita Flex dressage riders competing, it is a testament to their products and I’m so grateful for their support.”

The Vita Flex Victory Team is comprised of many world-class riders from all disciplines. Members rely on Vita Flex® products and are proud to represent the company. Vita Flex

Nutrition offers animal health supplements, antioxidants, electrolytes, joint supplements, performance products, topicals and vitamins and minerals. Vita Flex® products are researched and tested by equine nutritionists and veterinarians and have been relied upon for more than two decades by owners, trainers and top riders.

-30-

Vita Flex is a registered trademark of Farnam Companies, Inc.

Photo: Adrienne Lyle and Wizard. (Photo courtesy of SusanJStickle.com)

Photo 2: Lisa Wilcox and Denzello. (Photo courtesy of SusanJStickle.com)

Photo 3: Caroline Roffman and Her Highness O. (Photo courtesy of SusanJStickle.com)