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Applied Animal
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Press Release

Applied Animal Enrichments, LLC, makers of genuine HORSEBALLS® products, is the leader in therapeutic recreation for horses™.

The equine industry gets the latest innovation in equine therapeutic recreation: the *New Mini Stallball®*

Kensington, MD, December 10, 2003: Applied Animal Enrichments, LLC announces the new Mini Stallball®. The popular Stallball® has been innovated to be smaller and less expensive. The original Stallball® will still be available. The equine industry has recently called our attention to the need for a less expensive, but equally high quality smaller option to our popular Eggbutt™ and Stallball®.

The new Mini Stallball® is uninflated, yet keeps its shape. Because of the size, the Mini Stallball® should not concave around a horse's hoof like some other uninflated products might. The Mini Stallball® is 8" in diameter. It will be available with a molasses scent, as well as in a variety of colors. The Mini Stall will be available in a heavy duty pliable rubber-like material and in a hard plastic material. It is made of heavier duty material to be durable and the solid handle is tough! It's priced to compete and priced to sell well. The Mini Stallball will cost about half the price of our other products.

Key points to remember about the Mini Stallball™

The Mini Stallball®:

1. is SAFE - It is plugged so it will not concave around a horse's hoof
2. is heavy duty and thick with a solid handle – very durable
3. will be available in a heavy duty pliable material and in a hard plastic material
4. will be available with molasses scent
5. will cost about half of our other products
6. is proudly made in America

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