

Farrier's Formula's Sponsorship of Team Weber Goes "Double Strength" for Countdown to World Equestrian Games

Ocala, FL (November 30, 2009) – Combined Driver Chester Weber, the seven-time United States National Four-In-Hand Driving Champion, has his sights set on an eighth national victory and the World Equestrian Games in 2010. Life Data Labs, Inc, makers of Farrier's Formula® and Farrier's Formula® Double Strength, has been a Team Weber sponsor since 1997 and will continue to support the high-profile team as they head into 2010.

"Chester is well respected throughout the equine industry for his horsemanship and driving skills as well as his genuine dedication to the sport. He has the ability to communicate well with fellow competitors, horse owners, and fans ... they listen to him!" said Linda Gravlee of Life Data Labs. "Above all, there is no 'hype' to Chester. He is honest, straightforward and uncommonly kind ... the perfect spokesman for our product. In our view, he is a true celebrity and we are honored to be associated with him."

Weber's horses, including his star 2008 USEF Horse of the Year Jamaica, rely on Life Data Lab's Farrier's Formula Double Strength to maintain healthy hooves. "Farriers Formula and Farrier's Formula Double Strength provide nutrients such as phospholipids, omega fatty acids, and important amino acid 'protein building blocks' that enable horses to build strong structural and connective tissue proteins," Gravlee said. "Strong connective tissue is not only important for healthy hoof structure and growth, but is just as important for healthy joints and tendons. These and other internal benefits are harder to see than the new denser hoof growth, however the stronger connective tissue reduces the incidence of injury to Chester's horses and accelerate the recovery time if injury occurs."

Weber, a 2008 USEF Equestrian of Honor and the first American to earn an individual medal at the Four-In-Hand World Championships in The Netherlands, is pleased to continue his partnership with Life Data Labs. "We have had tremendous success using Farrier's Formula Double Strength on all of our horses over the years, and I am honored to continue such a long and prosperous partnership with Life Data Labs," Weber said. "As I look toward 2010 it is important for me to have sponsors on board who believe in setting goals and accomplishing them, and I know Life Data Labs is such a company."

During the 2010 World Equestrian Games, which will be held at the Kentucky Horse Park, Weber will visit Life Data Lab booth to share his success with their products and sign autographs. Weber has made appearances at the Life Data booth over the years at different shows, including an appearance in Aachen, Germany following his win in the first phase of the CHIO Aachen.

For more information on Weber and his combined driving team, visit their website at www.chesterweber.com. For more information on Farrier's Formula and Farrier's Formula Double Strength, visit the Life Data Labs website at www.lifedatalabs.com.

Photo: Chester Weber's horses will benefit from increased sponsorship support from Life Data Labs, Inc, makers of Farrier's Formula® and Farrier's Formula® Double Strength, through 2010 and the World Equestrian Games. While showing in Aachen, Germany, Weber signed autographs for fans at the Life Data booth. (Photo courtesy of Franz Steindl)

