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Subject: **AHP Press Release: 10th Annual Equine Industry Vision Award Winner Selected for 2011**
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FOR IMMEDIATE RELEASE

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10th Annual Equine Industry Vision Award Winner Selected for 2011

Daytona Beach, FL (April 5, 2011)—Pfizer Animal Health and American Horse Publications are proud to announce that a winner has been selected to receive the 2011 Equine Industry Vision Award. Sponsored by Pfizer Animal Health, the award is intended to recognize innovation, leadership and service. All of the 13 nominees this year were outstanding examples of these qualities.

The Equine Industry Vision Award Committee reviewed the nominations and narrowed the list of nominees to four finalists. The committee selected the following finalists: Michael Blowen, president and founder of Old Friends; Robert E. Cacchione, co-founder and executive director, Intercollegiate Horse Show Association (ISHA); Certified Horsemanship Association; and Equine Land Conservation Resource.

The remaining nine nominees included: Frank Constantini, NRHA past president; Susan Harding, publishing professional; Susan Harris, clinician and

instructor; Doug Herthel DVM, veterinarian; Nancy Jaffer, journalist; Karen Murdock, owner of Playing With Lukas; Joseph Provenzano, president Odor-No-More, Inc.; Monty Roberts, horse trainer and communicator; and Jennifer Williams Ph.D., president and executive director of Bluebonnet Equine Humane Society.

The 11 voting members of the AHP Board of Directors, plus a Pfizer Animal Health representative, voted for the winner. Finalists were judged on their performance in relation to the achievement(s) cited and their demonstration of the following attributes and abilities: 1) The vision and innovation of a true pioneer; 2) Leadership, commitment, dedication and willingness to serve; 3) Original and effective ideas and/or products, services, programs; 4) High moral, ethical and professional standards.

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The winner has been notified to allow for travel arrangements. However, the official announcement and presentation of the award will be made at the Equine Industry Vision Award Breakfast on Friday, June 17, 2011 during the AHP Hoofprints in the Sand Seminar in San Diego, California. The recipient will be presented with the Equine Industry Vision Award Perpetual Trophy, created by master artisan Peter Wayne Yenawine and commissioned by Pfizer Animal Health.

Together, Pfizer Animal Health and AHP developed the Equine Industry Vision Award to create the first major award to showcase innovation across the equine industry. The award is intended not only to serve as a unique recognition of ingenuity and service, but also to benefit the industry by inspiring these qualities in others. Its purpose is to recognize outstanding leadership, creativity and meritorious contributions in the equine industry. Previous recipients of the Equine Industry Vision Award are Alexander Mackay-Smith in 2002, Don Burt in 2003, the American Quarter Horse Association in 2004, John Ryan Gaines in 2005, Stanley Bergstein in 2006, David O'Connor in 2007, Sally Swift in 2008, Charlotte Brailey Kneeland in 2009, and John Nicholson in 2010.

American Horse Publications is a non-profit professional association dedicated to promoting excellence in equine media and better understanding and communication within the equine publishing industry. For more information, please contact: Chris Brune, American Horse Publications at ahorsepubs@aol.com or 386-760-7743 or visit the AHP Web site at www.americanhorsepubs.org.

About Pfizer Animal Health

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