

FOR IMMEDIATE RELEASE

For further information, please contact:

Marty Bauman, 508-698-6810, info@classic-communications.com

**Adequan® Signs On As Presenting Sponsor of
Land Rover Great Meadow International for Three Years**

The Plains, Virginia - May 18, 2015 - The Land Rover Great Meadow International is delighted to welcome Adequan® i.m. (polysulfated glycosaminoglycan) as presenting sponsor for the next three years. The event will now be known as The Land Rover Great Meadow International presented by Adequan®, and takes place at Great Meadow in The Plains, Virginia, June 19-21, 2015.

Located in the heart of the Virginia countryside, The Land Rover Great Meadow International presented by Adequan® will feature a \$30,000 CIC3* competition and will host the Land Rover U.S. Eventing Team for its final preparation trial prior to the 2015 Pan American Games in Toronto, Canada this summer.

"We are thrilled that Adequan® has partnered with our event as Presenting Sponsor" said Robert L. Banner, Jr., President of the Great Meadow Foundation. "We feel it's the perfect match as Adequan® plays an important role in helping to keep the equine athletes at the top of their performance."

A product of Luitpold Animal Health, Adequan® i.m. is the only product approved by the FDA for the intramuscular treatment of non-infectious degenerative and/or traumatic joint dysfunction and associated lameness in the carpal and hock joints in horses.

"Our goal is to focus on strategic partnerships that combine strong brands with quality competition in an awesome environment," stated Allyn Mann, Director at Luitpold Animal Health. "The Land Rover Great Meadow CIC3* accomplishes all of these strategies as well as providing the opportunity to work with Rob Banner, a person I have great respect for. I have no doubt this will evolve into a premier event at a first class facility."

The competition begins on **Friday, June 19** with Dressage tests taking place in the main arena from 4:00 - 8:00 p.m., followed by the Sip 'n' Shop in Vendor Village from 5:00 - 9:00 p.m. which will feature local vineyards and a bevy of national and local shopping partners. VIPs will be treated to an upscale dinner in an elegant tent with live entertainment for the evening as well.

On **Saturday, June 20**, Show Jumping Competition will take place from 5:00 - 7:00 p.m., followed by the CIC3* and Land Rover U.S. Eventing Team Pan Am Prep Trial Show Jumping Phases. From 8:00-10:00 p.m., there will be live entertainment and dancing in the Polo Pavilion.

On **Sunday, June 21**, Tailgating on Members' Hill and Fleming Hill will open at 8:00 a.m. The opening of the inaugural Cross Country Course will take place at 9:00 a.m. followed by the Cross Country Phase beginning at 9:30 a.m. The Awards Ceremony will begin at 11:30 a.m. followed by a ground-breaking ceremony launching the construction of a new world-class, all-weather arena with a unique water complex adjoining. A press conference and photo opportunity will follow those ceremonies with opportunities for the press to interview team riders and donors making the new arena possible.

About The Great Meadow Foundation

Great Meadow was founded through the vision of news executive and philanthropist Arthur W. (Nick) Arundel in 1982. Arundel purchased an abandoned farm then slated to become a housing development for perpetual preservation of open space. The concept for Great Meadow grew out of several converging forces of the 1980s, primarily urban growth pressure on farmland near Washington, the opening of I-66 and the simultaneous loss of the former Virginia Gold Cup course in Warrenton to subdivision development. Since their inception they have been the permanent home for the Virginia Gold Cup and Family 4th of July celebrations. Over the years they have added several more community events, ranging from Twilight Polo to the Virginia State Cross Country Tournaments. For more information, please visit: www.greatmeadow.org.

About Adequan® i.m. (polysulfated glycosaminoglycan)

Adequan® i.m., the only product approved by the FDA for the intramuscular treatment of non-infectious degenerative and/or traumatic joint dysfunction and associated lameness of the carpal and hock joints in horses, has been a great help to the horse industry. For the past 25 years and counting, veterinarians have depended on Adequan® i.m. for the treatment of non-infectious degenerative joint disease in horses. For more information, please visit: <http://www.adequan.com>

For more information about Luitpold Animal Health, visit <http://www.luitpoldanimalhealth.com/>

About Land Rover

Land Rover, the British maker of Land Rover and Range Rover sport utility vehicles, is renowned for providing its clientele with some of the most luxurious and capable vehicles in the world. Every Land Rover vehicle is equally at home both on and off road, and in any setting; be it in the heart of the city, or traversing the countryside. Today's Land Rover lineup includes the Discovery Sport, Range Rover, Range Rover Sport, Range Rover Evoque and LR4 (Discovery 4). Land Rover designs, engineers, and manufactures their vehicles in the United Kingdom. Land Rover is fully engaged with sustainability initiatives and social concerns with continuous involvement in environmental and community programs. For more information visit the official Land Rover website at <http://www.landroverusa.com>.

For more information or to purchase tickets for the Land Rover Great Meadow International, please visit www.greatmeadowinternational.com.

Adequan® i.m. Brief Summary

Brief Summary Indications: For the intramuscular treatment of non-infectious degenerative and/or traumatic joint dysfunction and associated lameness of the carpal and hock joints in horses. There are no known contraindications to the use of intramuscular Adequan® i.m. brand Polysulfated Glycosaminoglycan in horses. Studies have not been conducted to establish safety in breeding horses. **WARNING:** Do not use in horses intended for human consumption. Not for use in humans. Keep this and all medications out of the reach of children. **Caution:** Federal law restricts this drug to use by or on the order of a licensed veterinarian. Each 5 mL contains 500 mg Polysulfated Glycosaminoglycan. SEE PRODUCT PACKAGE INSERT FOR FULL PRESCRIBING INFORMATION at www.adequan.com.

Adequan® is a registered trademark of Luitpold Pharmaceuticals, Inc. ©2015 LUITPOLD PHARMACEUTICALS, INC., Animal Health Division, Shirley, NY 11967. AHD128 Iss. 05/2015

Photos Available Upon Request