FOR IMMEDIATE RELEASE

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ACCOMPLISHED WESTERN PLEASURE TRAINER ERIC PETERSEN JOINS TEAM LIFELINE

ANKENY, IOWA – **July 27, 2016** – APC, Inc., maker of LIFELINE® Equine performance supplements, is pleased to announce the newest addition to Team LIFELINE: Eric Petersen, accomplished western pleasure and western all-around horse trainer.

Eric was enthusiastic about joining Team LIFELINE after trying LIFELINE Equine Elite and realizing right away the product was just what his horses needed. "When I started my horses on Equine Elite, I saw them bloom," Eric said. "There was noticeable weight gain and they just had more willing attitudes when we trained and competed."

Eric grew up on his family's farm in Mabel, Minnesota, raising Quarter horses and paints. At age seven Eric began showing, and his passion for the horse followed him into adulthood. He moved to Texas after graduating high school to work as a trainer, but was eventually drawn back to Minnesota to be near family. He recently relocated his business, Eric Petersen Show Horses LLC, to his family's third-generation farm, where he and his wife Allison are happily working and raising their new son, Ty.

Eric's professional accomplishments include multiple AQHA, APHA, NSBA and Congress Champion and Reserve Champion titles. He is an AQHA and NSBA judge, and is also a member of the AQHA, AQHA Professional Horsemen, NSBA and APHA. In the coming months Eric will travel the country to compete at the 2016 World Wide Paint Horse Congress in July, the All American Quarter Horse Congress in October, and the 2016 APHA World Championship Show in November.

Eric's horses are thriving on Equine Elite and he looks forward to being involved with Team LIFELINE. "The reason I joined Team LIFELINE is pretty simple," Eric said. "I wanted to help promote a product I believe in."

To learn more about Eric Petersen and LIFELINE Equine performance supplements, visit WatchThemThrive.com.

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About APC, Inc.

APC, Inc. Consumer Products Division's mission is to help animals *thrive*. We work hard every day to create products that help improve the lives of animals. This was our focus when we were founded in 1981, and it still is today. For more than 30 years we have been spearheading discoveries that have changed animal health and performance worldwide.

LIFELINE Equine performance supplements help horses feel their best, breathe with ease and move effortlessly. Our serum-based active ingredient BioThrive™ is clinically proven to improve stride length and range of motion by easing occasional soreness from normal exercise. LIFELINE Equine products are not vitamin, mineral or herbal supplements. They are powerful performance products that work multisystemically and deliver results in as few as 14 days. Visit www.WatchThemThrive.com for customer testimonials and to learn more.