



FOR IMMEDIATE RELEASE
Thursday, May 30, 2013

Contact: Erin Crady
Director of Marketing and Communications
(859) 276-2291
ecrady@toba.org

TOBA ANNOUNCES FLAIR LLC AS MARKETING PARTNER

LEXINGTON, Ky. – The Thoroughbred Owners and Breeders Association announced today that Flair LLC, maker of FLAIR® Equine Nasal Strips, has become an official marketing partner of TOBA.

“We are honored to welcome Flair as our marketing partner because of their experience and passion for our sport,” said Dan Metzger, president of TOBA. “Flair Strips have been clinically proven as an alternative to furosemide and we share with them the same interests and goals in protecting the safety and well-being of our equine athletes.”

Dr. Jim Chiapetta, president and co-inventor of the equine nasal strip, said, “Flair is proud to partner with TOBA to support the health of racing athletes and the integrity of the racing industry. We are pleased that TOBA’s vision serves to protect horses while at the track as well as to ensure that they are well suited for productive careers after leaving the track. This can only serve to strengthen the industry and bring new fans to enjoy our sport for many years to come.”

FLAIR Strips provide drug-free support and protection to the respiratory system of the equine athlete. FLAIR Strips are proven to reduce airway resistance, lung stress, bleeding and fatigue and shorten post-exercise recovery time. For abstracts of clinical studies or for more information about FLAIR Strips, please visit www.flairstrips.com.

TOBA, based in Lexington, Ky., was formed in 1961 and is a national trade organization of leading Thoroughbred horse breeders and owners. TOBA’s mission is to “*improve the economics, integrity and pleasure of the sport on behalf of Thoroughbred owners and breeders.*” Projects managed by TOBA include the American Graded Stakes Committee, Sales Integrity Program and Claiming Crown. Thoroughbred Charities of America (TCA) is the charitable arm of TOBA.

TOBA is the owner of The Blood-Horse Inc., and is represented on the Board of Directors of the National Thoroughbred Racing Association as a founding member.

-#-