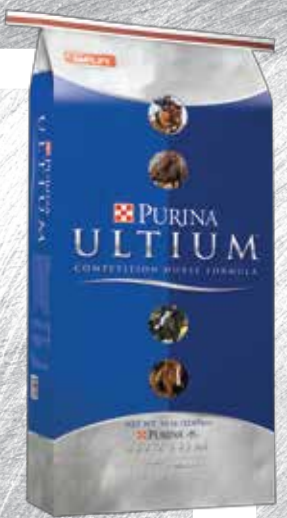


THE RULES OF COMPETITION HAVE JUST CHANGED.

Ultium[®] Competition Horse Formula is the gold standard in sports nutrition, allowing world-class equine athletes to compete at their highest levels.

ULTIUM[®] PROMOTES:

- Mental Focus & Manageability
- Quick Recovery & Muscle Repair
- Prolonged Stamina
- A Strong Top Line
- Less Digestive Upset



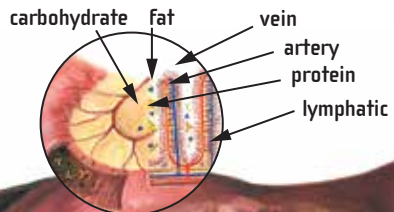
MANAGING THE EQUINE ATHLETE

Energy demands in the equine athlete are extremely high, so the delivery of that energy becomes paramount. This additional digestible energy must be provided in a manner that maximizes athletic performance. Ultium[®] Competition Horse Formula delivers a concentrated amount of energy to these hard working horses, by distributing this energy over several different sources (vegetable oils, beet pulp, and a proprietary mix of other sources).

Because Ultium[®] Competition Horse Formula is energy dense, less feed is required for maintenance of body condition when compared to feeds with lower energy density such as straight grains.

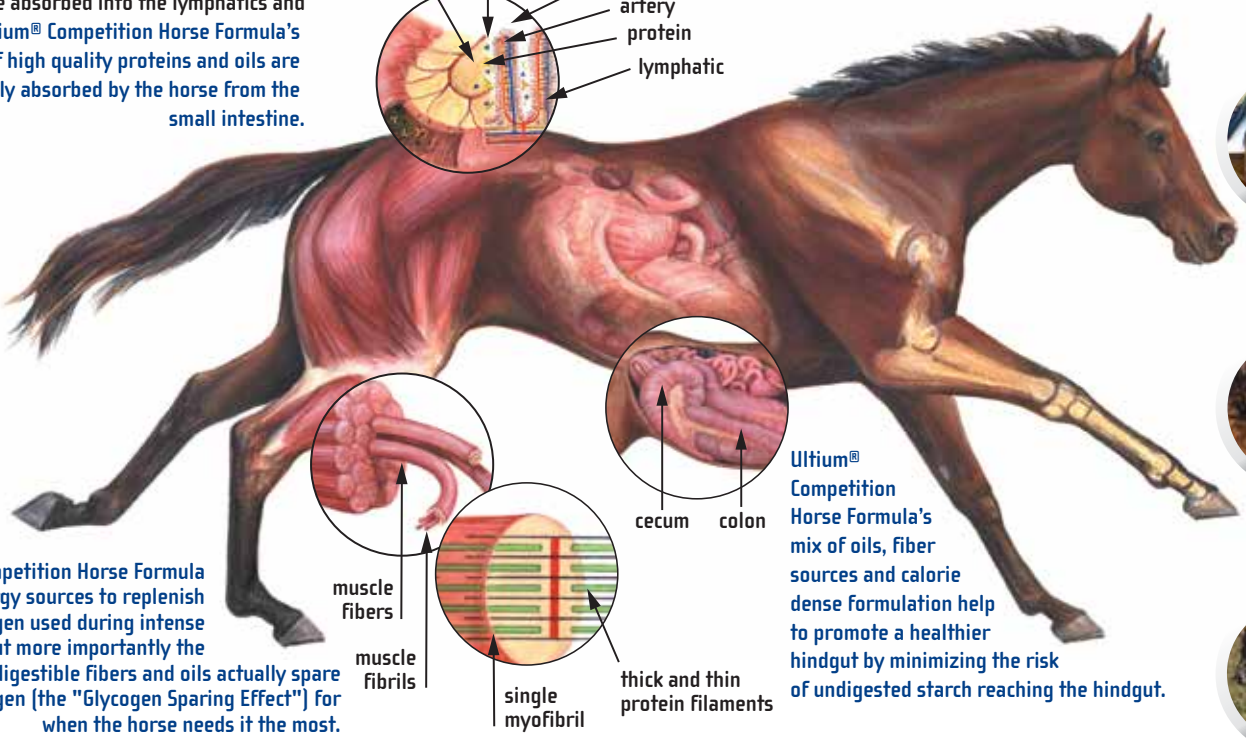
NEEDS OF THE EQUINE ATHLETE

DETAIL OF SMALL INTESTINE: Villi where nutrients are absorbed into the lymphatics and blood. Ultium[®] Competition Horse Formula's unique blend of high quality proteins and oils are easily absorbed by the horse from the small intestine.

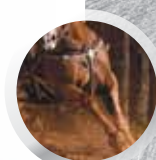


When muscle contracts, fibers slide closer together. When muscle relaxes, filaments slide further apart.

Ultium[®] Competition Horse Formula supplies energy sources to replenish muscle glycogen used during intense exercise. But more importantly the unique blend of digestible fibers and oils actually spare muscle glycogen (the "Glycogen Sparing Effect") for when the horse needs it the most.



Ultium[®] Competition Horse Formula's mix of oils, fiber sources and calorie dense formulation help to promote a healthier hindgut by minimizing the risk of undigested starch reaching the hindgut.



FEATURES

BENEFITS

Sustained Energy System[®]

Ultium[®] Competition Horse Formula is a unique blend of three (3) fuel sources: Soluble Carbohydrates (starch and sugar), Fats and Fermentable Fiber. The Sustained Energy System[®] seamlessly “blends” fuel sources to provide a “steady” level of energy. A horse that is mentally focused, controllable and manageable, with a mindset to perform, has the best chance of winning.

Reduced Starch, Higher Fat

Low starch and high fat may reduce the risk of colic and other digestive disturbances that occur when feeding large quantities of grain. Added vegetable oil smoothes the glucose and insulin response to dietary starch and sugar, leveling out blood sugar levels, resulting in a pronounced “calming effect.”

Amplify[®] Proprietary High-Fat Nugget

A blend of vegetable oil, flax seed and rice bran provides Omega-3 and Omega-6 fatty acids to promote healthy immune function, hair coat, skin and hooves. Ultium[®] Competition Horse Formula is energy dense, resulting in prolonged stamina and endurance while maintaining the equine athlete in peak competitive condition. Provides a reserve of “cool” energy—on demand.

Targeted Nutrition Delivery System[™]

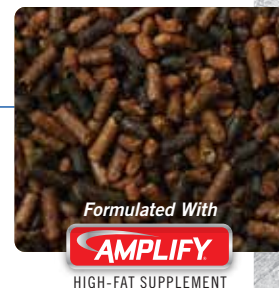
Transports “repair” nutrients quickly to where they’re needed most. Unique amino acid profile and top-quality fuel sources replenish glycogen and protein stores in muscles. Aids in muscle repair with less muscle fatigue for faster “bounce back” and readiness to perform when called upon—competition after competition. It’s energy in reserve. Horse is more elastic and fit, stretching out when asked to. Promotes muscle tone and a strong top line.

Patented Feed Form—High Quality Ingredients

Unique, patented “pellets and extruded Amplify[®] nuggets” prevent sorting, reduces waste and improves stability during storage. Easy to transport, feed and store. Highly digestible and palatable, even for finicky eaters under intense stress of competitive exercise. To accommodate a horse’s smaller stomach, Ultium[®] Competition Horse Formula is “nutrient dense,” and “highly efficient” so you can “feed less.” No other supplementation is necessary.

Proprietary Technology from a Leader in Equine Sports Nutrition Research

Purina is at the forefront of the emerging field of sports nutrition. Ultium[®] Competition Horse Formula represents the culmination of decades of equine research, having been field-tested on hundreds of horses at Purina Animal Nutrition Center in Gray Summit, Mo., leading universities and across a wide spectrum of competitive disciplines in off-site field tests.



Highly Fermentable Beet Pulp

Metabolized in the hindgut, this highly digestible fiber source provides slow-releasing energy, which preserves glycogen. Delivers plenty of fuel with “no bottom” while keeping horse in “peak condition.” As with humans, fiber can be associated with good colon health. When a horse feels better, it’s willing to perform at a higher level. Anecdotal evidence in field tests also indicates this formula may be beneficial for horses that have a tendency to “tie up.”

Vitamins E and Selenium

Powerful antioxidants destroy “free radicals” and bolster a healthier immune system, reducing muscle damage. Vitamin E also acts as a natural preservative, which improves product shelf life.

Balance of Vitamins and Minerals Including B-Vitamins, Iron, Copper, Calcium, Phosphorus and Magnesium

Blood-building nutrients optimize red blood cell production and increase oxygen capacity in exercising horses. Minerals like copper are also involved in connective tissue like tendons and cartilage. The proper balance of calcium and phosphorus promotes stronger bones.

GUARANTEED ANALYSIS

Crude Protein (min)	11.70%	Sodium (Na) (min)	0.20%
Lysine (min)	0.70%	Sodium (Na) (max)	0.70%
Crude Fat (min)	12.40%	Copper (Cu) (min)	65.00 ppm
Crude Fiber (max)	18.50%	Selenium (Se) (min)	0.50 ppm
Sugars (max)	6.00%	Zinc (Zn) (min)	240.00 ppm
Starch (max)	10.00%	Vitamin A (min)	5000.00 IU/lb
Calcium (Ca) (min)	0.85%	Vitamin E (min)	150.00 IU/lb
Calcium (Ca) (max)	1.35%		
Phosphorus (P) (min)	0.50%		

Optium # 35QZ
Product # 58528

INGREDIENTS

Wheat Middlings, Ground Soybean Hulls, Dehydrated Alfalfa Meal, Cane Molasses, Dried Beet Pulp, Stabilized Rice Bran, Soybean Oil, Vegetable Oil, Ground Oat Hulls, Ground Corn, Dehulled Soybean Meal, Flaxseed, Calcium Carbonate, Lignin Sulfonate, Salt, DL-Methionine, L-Lysine, Citric Acid, Dried Whey Solubles, Choline Chloride, Iron Oxide, Vitamin E Supplement, Propionic Acid (A Preservative), Thiamine Mononitrate, Sorbitan Monostearate, Anise Flavor, Fenugreek Flavor, Calcium Pantothenate, Tocopherols, Riboflavin Supplement, Vitamin B₁₂ Supplement, Niacin Supplement, Vitamin A Supplement, Zinc Oxide, Copper Sulfate, L-Tryptophan, L-Threonine, Calcium Iodate, Magnesium Oxide, Cobalt Carbonate, Ferrous Carbonate, Monocalcium Phosphate, Vitamin D₃ Supplement, Manganous Oxide, Sodium Selenite.

For more information, consult your Purina[®] Dealer,
visit us at purinamills.com/horse-feed or call 1-800-227-8941.