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FOR IMMEDIATE

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**IT'S OFFICIAL! HERBS for HORSES IS THE NATIONAL SALES AGENT FOR
POLAR EQUINE PRODUCTS IN CANADA**

Guelph, Ontario - 01/29/08 **Selected Bioproducts** better known as **HERBS for HORSES** announced today that they have taken on the roll of national sales agency in Canada for **Polar Equine** products in the Canadian market.

Company President Ralph Robinson said "this is a natural fit for us since several of our staff and clients are currently using the Polar Equine monitors on their own horses. Our business focuses on the good of the horse and better trainers in all disciplines are increasingly finding dynamic results. With the most updated technology the trainer can not only access the training progress by monitoring cardiovascular improvement over time but they can also be forewarned of injury before minor problems become catastrophic. This applies to the most basic riding right up to world performance levels".

"After experiencing firsthand the benefits of a Polar Heart Rate and GPS unit I feel naked training without one. It's like running a professional stable without a thermometer, or a vet practice without an x-ray machine, ultrasound or stethoscope. Polar offers innovative and indispensable instruments that provide an objective and scientific measure of your training program, as well as the athletic potential of your horse." says, Marc-Andre Blouin - Thoroughbred Trainer.

Since entering the wireless heart Rate monitoring business in 1983 under the name Baumann & Haldi SA, the company became part of the Polar group in 1995. For 20 years Polar Equine has been developing heart rate monitors for horses. The cooperation with sport scientists, physiologists, engineers and computer scientists as well as its long experience, has made Polar Equine a specialist in monitoring heart rates for horses. More recently Polar has taken monitoring in the equine athlete to new levels with the latest innovation to include a textile transmitter technology, the Equine WearLink, W.I.N.D, a completely wireless system.

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If you like more information about this product, Please call Herbs for Horses @ 519-824-8518, e-mail polar@horseherbs.com or visit www.HorseHerbs.com.