For Immediate Release

October 8, 2009

Contact: Aysha Hoffman
infinitedesign@prodigy.net
(817) 447-7373

PEPTOBOONSMAL TO STAND AT ESMS IN WEATHERFORD, TEXAS, FOR THE 2010 BREEDING SEASON

Jackson Land and Cattle, LLC is pleased to announce that Peptoboonsmal, one of the leading sires of performance horses, will stand the 2010 season at ESMS on the Brazos, a new facility in Weatherford, Texas. ESMS on the Brazos, Equine Reproduction Center & Fertility Lab, is the newest division of Equine Sports Medicine and Surgery.

The creation and expansion of a new world class reproduction division is a natural step for this practice which prides itself on being cutting edge in the industry. In October, the practice purchased a magnificent 60-acre horse ranch located on the banks of the Brazos River and named it *ESMS on the Brazos*. The new facilities include several oversized paddocks with run-in sheds, impressive exercise facilities, a show barn, meeting facilities, offices and housing. Currently under construction are a new stallion barn, mare motels and a state-of-the-art reproduction center and fertility lab. The entire facility will include 24-hour supervision, seven days per week. The new facilities will be completed in time for the 2010 breeding season.

Just as spectacular is the talent ESMS has compiled to operate the new division. Headed by two of the leading reproduction veterinarians in the industry, Dr. Kory Niswender, and Dr. Semira Mancill, , ESMS on the Brazos will offer a full range of equine breeding and reproduction services including advance reproductive techniques in semen processing, embryo transfer, sub-fertile mare breeding, on-site uterine cytology, culture, and biopsy diagnostics.

ESMS on the Brazos is eager to welcome Peptoboonsmal at the facility. "We are extremely excited about the arrival of a premier stud, Peptoboonsmal," said Kirk Eddleman, CEO of ESMS. "To be able to introduce our new facility with such a legendary stallion is an honor and shows a great deal of confidence in our team."

"This has been an extremely important decision for Jackson Land and Cattle," said Richard Fields, owner of Jackson Land and Cattle and Peptoboonsmal. "Finding the perfect partnership of stallion services, professional veterinary skills, facilities, and commitment to superior client and mare support was essential to our decision. We believe we have found the perfect setting to stand Peptoboonsmal. In addition, we would like to thank all of the various facilities that had shown an interest in standing

Peptoboonsmal, as well as all of the individuals who contributed their time and energy into making this final decision."

For information contact Tracy Ross at Jackson Land & Cattle LLC (307) 732-1011 or the Pepto Team at (817) team-247 / (817) 832-6247 or visit www.peptothelegend.com

About Jackson Land and Cattle, LLC
Located on over 2,000 acres in the historic Spring Gulch corridor of Jackson Hole, Wyoming, Jackson Land and Cattle, LLC is steeped in ranching tradition and is home to a premier cutting and working cow horse operation. Peptoboonsmal, owned by JLC, is the son of Peppy San Badger out of Royal Blue Boon by Boon Bar, was the 1995 NCHA Futurity Champion and earner of close to $180,500 prior to becoming the sire of offspring earning close to $14.6 million in the performance horse arena.

About Equine Sports Medicine and Surgery
Established in 2001 through the partnership of Dr.'s Ivey, Hurlbert and Fox, ESMS began with the vision of a state-of-the-art equine medical and surgery facility. It has since grown into one of the premier equine medical practices in the United States offering a full spectrum of services including internal medicine, surgery, racetrack, , chiropractics, acupuncture, performance, ambulatory, digital radiology, ultrasound, hyperbaric oxygen therapy, new 24-hour critical care facility, an on-site Veterinary Reference laboratory, and a world class equine reproduction center & fertility lab. ESMS treats a variety of performance, breeding and companion horses throughout the southwestern United States.

About Dr. Kory Niswender
Dr. Niswender comes to ESMS after spending six breeding seasons at Reata Equine Hospital as a reproductive specialist. He earned his Master's degree and did his residency in the Equine Reproduction Laboratory at Colorado State University and in 2003, became a Diplomate of the American College of Theriogenologists, qualifying him as a reproductive specialist. His special interests include techniques for treating subfertility in mares, breeding mares with frozen semen and embryo transfers.

About Dr. Semira Mancill
Dr. Mancill comes to ESMS after completing a reproduction residency under world-renowned theriogenologists Dr. Dickson Varner and Dr. Katrin Hinrichs at Texas A&M University. Under their guidance and support Dr. Mancill gained experience in the latest technology that equine reproduction has to offer. Her master's research focused on the advanced semen processing techniques of cushioned cetrifugation, EquiPure™ centrifugation and semen cryopreservation. She earned her Master's Degree and her Doctorate in Veterinary Medicine in 2005, both from Texas A&M University.