

**FOR IMMEDIATE RELEASE:**

## **Utah Company Begins Formal Marketing of its New Bit and Rein System for Horses**

Plain City, UT June 01, 2009- NutriBit, A Utah Company, has formally launched marketing its nutrient and reward dispensing system for horses. The company introduces a new paradigm for conveying nutrients to the horse as well as a training tool for the trainer. NutriBit delivers liquids into the horse's mouth by utilizing two common tools: the horse bit and the rein. The bit is used as the delivery point and the rein serves as the storage and delivery system. By squeezing a hand on the rein, which houses a bottle filled with various liquid nutrients, the liquid is sent down the rein, into the bit, and drops out on the horse's tongue.

### **Applications**

Up until now horses have been trained using pressure and release techniques. These techniques have been affective but with NutriBit there is an added dimension that can be utilized in the training process.

For years dogs and circus animals have been successfully trained using Pavlovian oral positive conditioning. NutriBit takes these proven oral reward methods to the horse world. Never before has a horse trainer been able to instantly reward a horse, by oral means, while in the saddle. By using the NutriBit system, as a reward for correct behavior, the training process can be enhanced and quickened in combination with pressure and release methods. In addition, rewards on the trail can be given as means of increasing a horse's enjoyment on the trail and even to favorably anticipate the event. NutriBit will manufacture the reins and bit system as well as the liquid nutrients that will flow through the system. The coming years will allow as many different healthy liquid formulations as the imagination can create.

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