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## **HITS Announces Pfizer Animal Health as the Sponsor of the \$1 Million Grand Prix**

Saugerties, NY - November 30, 2009 - HITS is very excited to announce Pfizer Animal Health as the title sponsor of the Pfizer \$1 Million Grand Prix, which will be held on Sunday, September 12, 2010, as the finale event of the HITS Saugerties Summer Series in Saugerties, NY. The Grand Prix will be the culmination of 54 qualifying opportunities in Grand Prix events at all of the 2010 HITS horse shows, including Thermal, Ocala, Arizona, Culpeper, and Saugerties.

“HITS is proud to join forces with the leader in equine health for this historic Grand Prix,” said Tom Struzzieri, HITS President and CEO. “Having Pfizer Animal Health’s support as the title sponsor for the largest, most important event we’ve ever hosted is a true honor. I’m confident that together we will make show jumping history.”

As the title sponsor of the Pfizer \$1 Million Grand Prix, Pfizer Animal Health will sponsor the United States Grand Prix League. Pfizer Animal Health will also be the presenting sponsor of every HITS Grand Prix in 2010 (with the exception of the \$100,000 DeLuca Toyota Tundra Grand Prix, presented by Great American Insurance Group in Ocala), which are all qualifiers for the Pfizer \$1 Million Grand Prix.

Pfizer Animal Health will be receiving naming rights to the HITS-on-the-Hudson Grand Prix arena in Saugerties, NY, which will host the Pfizer \$1 Million Grand Prix in September. During the 2010 season, various High Performance Rider Receptions will be held at HITS horse show circuits, and Pfizer Animal Health will be the title sponsor of those events.

Pfizer Animal Health has been a generous sponsor at the HITS horse shows for two years under its brand, STRONGID<sup>®</sup> C 2X. HITS Thermal, HITS Ocala, and HITS Arizona will all feature a STRONGID C 2X Grand Prix this year, which are qualifiers for the Pfizer \$1 Million Grand Prix.

Lisa Engel, Account Executive for Corporate Sponsorship at HITS, stated, “HITS is ecstatic to have the leader in equine health as the title sponsor of the largest prize money Grand Prix event in America. The Pfizer \$1 Million Grand Prix demonstrates Pfizer Animal Health’s commitment to the equestrian community and the sport of show jumping.”

Engel continued, “Pfizer Animal Health has been a sponsor of HITS for the past two years, during which time HITS has promoted Pfizer’s STRONGID C 2X daily dewormer product. The sponsorship of HITS shows and the collaborative effort between Pfizer Animal Health and HITS has had a positive impact on Pfizer, HITS, and the hunter/jumper community. We are thrilled to have an event of historical magnitude that will provide Pfizer Animal Health enhanced branding, even world-wide recognition, in the show jumping community. We look forward to promoting Pfizer Animal Health and all of its equine health products to competitors, coast to coast, on the road to the Pfizer \$1 Million Grand Prix.”

Pfizer Animal Health, a business of Pfizer, Inc. is a world leader in discovering and developing innovative animal vaccines and prescription medicines. Since acquiring Fort Dodge Animal Health this year, Pfizer Animal Health now has the most innovative and broadest range of products in the equine industry. For additional information on Pfizer Animal Health’s U.S. portfolio of equine products, visit [www.PfizerAH.com](http://www.PfizerAH.com).

Pfizer Animal Health’s sponsorship represents the largest corporate sponsorship for HITS and is one of the largest in the United States for Show Jumping.

“Pfizer Animal Health is thrilled to be the title sponsor of this extraordinary \$1 Million Grand Prix,” said Kristin Ruff, Sr. Equine Marketing Manager at Pfizer Animal Health. “The HITS competitors, spectators, and management have supported our products for the last two years. This special event presents a unique opportunity to further build on those relationships while continuing to educate on the importance of health care in the horse.”

Riders must qualify for the Pfizer \$1 Million Grand Prix by showing in eight or more HITS Grand Prix events throughout the year. All HITS Grand Prix classes will be named qualifiers from January through September 5, offering numerous opportunities for riders to qualify from coast to coast. Once a rider has competed in eight or more HITS Grand Prix events, their money won on their leading horse will accrue and count towards the rankings for the Pfizer \$1 Million Grand Prix. The 40 top riders based on money won will be eligible for the class. Management will also have five invitations to extend at their discretion to riders not already qualified. In addition, a Wild Card class will be held in Saugerties the same week of the Pfizer \$1 Million Grand Prix and the winner of that event will also earn a spot in the order.

For more information on qualifying for the Pfizer \$1 Million Grand Prix, please visit <http://www.hitsshows.com/nyusgpl/index.html>.

The first qualifying Grand Prix events will begin this winter at the three HITS horse show circuits. The 2010 HITS Desert Circuit runs from January 26 to March 14, while the HITS Ocala Winter Circuit takes place January 19 to March 21, and the HITS Arizona Winter Circuit will be held February 3 to March 14. In all, 36 qualifying Grand Prix events will be held during this time, including the \$300,000 HITS Grand Prix of the Desert, presented by Pfizer in Thermal, California and the \$100,000 DeLuca Toyota Tundra Grand Prix, presented by Great American Insurance Group in Ocala, Florida.

Announcements on special classes, judges, course designers, prize money, and more will be made regularly for all of the HITS Horse Show circuits. To learn of the latest news, please become a fan of [HITS' page on Facebook](#) and sign up to receive [HITS' Twitter updates](#).

To keep on track with the updates or to request a copy of the winter circuit prize lists, please visit [www.HitsShows.com](http://www.HitsShows.com).

*HITS, Inc. produces high-quality, international-level hunter/jumper horse shows. Based in upstate New York in the village of Saugerties, HITS has been producing shows since 1982 and is now a nationwide company with world-class circuits in California, Florida, Arizona, New York and Virginia. In 2010, HITS will take the industry to new heights when it hosts the Pfizer \$1 Million Grand Prix in Saugerties on September 12.*