

Normandy 2014 Organising Committee and Alltech Unite to make the FEI World Equestrian Games a Success

[CAEN, France] – Laurent Beauvais, chairman of the Basse-Normandie Regional Council and Normandy 2014 Organising Committee, and Alltech president, Dr. Pearse Lyons today announced that Alltech will be the title sponsor of the 2014 FEI World Equestrian Games™ in Normandy. This joint signing represents an historic partnership in the world of equestrian sports with a commitment from Alltech to the value of €10 million. The seventh edition of the FEI World Equestrian Games will officially be known as the Alltech FEI World Equestrian Games Normandy 2014.

"Alltech is proud to continue our partnership with the World Equestrian Games," said Alltech President and Founder, Dr. Pearse Lyons. "These world championships of equestrian sport epitomise the values that we applaud: passion, excellence and performance. When the eyes of the world tune into watch the Alltech FEI World Equestrian Games in Normandy, France, we will be there. Alltech's sponsorship of equestrian sport brings the brand to life and creates value for our partners, generating strong ties with the end consumer of our products at moments of great passion. France and Normandy in particular, with its worldwide reputation of excellence in horse breeding, is a strategic location for our company. Alltech has a longstanding history of serving the agricultural community in France and we are thrilled to support the event in Normandy and to share in the pride of this spectacular event. Given the inherent passion the people of Normandy have for the horse, we hope to leverage this sponsorship to support the communities in which we live and work."

Alltech's commitment to supporting national and international equestrian sports began in 2006, when it agreed to become the first-ever title sponsor of the Alltech FEI World Equestrian Games. More than half a million spectators from all 50 U.S. states and 63 countries attended the 2010 event in Kentucky, and another 500 million television viewers around the world tuned in. This year also marks the 20th anniversary of Alltech France, where Alltech has offices in both Paris and Nantes. The company has a strong corporate presence throughout Europe, where 36 of its offices are located. Vice-President for Alltech Europe, Mr. Marc Larousse oversees the European region from the Paris office.

Countdown to the Alltech FEI World Equestrian Games Normandy 2014 officially begins on July 8th 2011. This day marks 1136 days out to the opening day of the event on August 17th 2014. More than 900 riders and 850 horses, representing more than 60 nations, are forecast to convene in Normandy.

For more information on the 2014 Alltech FEI World Equestrian Games please visit, www.normandie2014.com



Laurent Beauvais, Chairman of the Basse-Normandie Regional Council and of the Normandy 2014 Organising Committee and Dr. Pearse Lyons, President of Alltech celebrating the announcement of Alltech as the title sponsor of the 2014 Alltech FEI World Equestrian Games™ - Normandy, July 8th 2011 - ©MC Chantrait