

FOR IMMEDIATE RELEASE
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Carol Stream, IL

IR SERVE

Carol Stream, IL
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IR SERVE Announces EquineIR™ is an Official Partner of the 2010 World Equestrian Games

IR SERVE is a provider of EquineIR™ services and is part of the United Infrared Network. EquineIR™ is a service module of United Infrared, Inc. which is an official vendor sponsor of the 2010 Alltech FEI World Equestrian Games, being held in Lexington, Kentucky on September 24th through October 10th, 2010. EquineIR™ is a service line which provides Infrared Surveys for Horse Owners, Veterinarians, and Horse Trainers to detect potential health issues and injuries in horses, potentially saving horse owners thousands of dollars. IR SERVE is a member in good standing the EquineIR™ Network and has successfully completed the EquineIR™ training module. IR SERVE is an Inspection Service Company which has provided inspection services in this area since 1994.

The World Equestrian Games are comprised of the world championships for eight equestrian sports. The Games are held every four years, two years prior to the Olympic Games, and are governed by the Fédération Equestre Internationale (FEI). 2010 will be the first year that the games will be held in the US. The World Equestrian Games is considered the largest equestrian event in the world.

As an official vendor sponsor, EquineIR™ will be exhibiting at the games, booth # 524, as well as providing free full horses scans to athletes participating in the WEG. "We are extremely excited about our partnership with this prestigious organization," states Peter Hopkins, Vice President and Managing Partner of United Infrared, Inc. "EquineIR™ is a service which we believe will greatly benefit the equine community and we are very proud to be able to showcase it at this world event," he concludes.

In addition, EquineIR™ is sponsoring an on-line raffle in which they will give away a pair of VIP Passes to the World Equestrian Games Exclusive Maker's Mark Bourbon Village, a free EquineIR™ Scan and two event tickets to the Games.

IR SERVE is owned and operated by Powerserve Inc. The company provides Infrared Thermal Imaging Services to a wide variety of clients ranging from equine enthusiasts to industrial, commercial, healthcare, marine and construction companies. IR SERVE holds full certifications in the Infrared Thermography Industry and utilizes state-of-the-art equipment on every project.

"Our company is thrilled to be a part of this sponsorship endeavor," stated Mr. Mark Falesch, owner of IR SERVE, "as well as being excited about the ability to assist horse owners and veterinarians in our local market in this capacity," Mr. Falesch concludes).

Before Thermography, Veterinarians could only locate problems using traditional methods such as observation and palpation. Now, using advanced EquineIR™ thermography, abnormalities present stressed tissues even before damage occurs. This methodology has been developed and refined over the past twenty-five years and has been proven to be an effective imaging technique for the following: Pre-Purchase, Hoof Balancing, Saddle Fit, Track Footing, Pre-Race, Joint Inflammation and General Diagnostics. Since animals cannot speak, it has been difficult for caretakers to truly identify hidden or masked conditions. Now with infrared thermal imaging, many of these physiological and anatomical issues are exposed at a much earlier stage. Early detection equals early prevention. Anatomical imaging, such as x-rays, cannot detect soft tissue conditions. Physiological imaging such as infrared imaging has the ability to recognize soft tissue conditions and areas that are indicative of anatomical issues.

"EquineIR™ is a service whose time has come and for which there is an eager market. EquineIR™ provides horse owners, trainers and Veterinarians with an inexpensive means of determining problems before they become debilitating to the horse," states Greg Stockton, President of United Infrared, Inc. "Because we are a national network of trained local contractors, the service is standardized, affordable and high quality," he concludes.

To learn more about IR SERVE, please visit www.irserve.com.

For more information about EquineIR™ and United Infrared, Inc. please visit www.equineir.com and www.unitedinfrared.com or call 888-722-6447. To learn about the participation of EquineIR™ in the WEG, and to enter the on-line raffle, please visit www.equineir.com/weg.