

August 2009

To: The Equine Community in Canada

From: Paddock Pal Inc.

Re: Market Research Survey

Paddock Pal Inc. of Edmonton, Alberta was established in 2009 by Pamela Welstead – owner of two Canadian Warmbloods.

Pamela is developing a new approach to the care and maintenance of horse grooming brushes, and is working with industrial and mechanical engineers to design a working prototype of the PADDOCK PAL device for field testing.

The Current Situation for Horse Groomers

- A horse's skin is constantly under attack by a wide variety of viruses, bacteria, and biting insects. Two common contagious skin diseases are ringworm and rain rot.
- Symptoms of skin disease can range from simple isolated skin lesions to generalized itching and hair loss.
- **Grooming with dirty or contaminated brushes can cause these problems and diseases to spread from horse to horse.**

The PADDOCK PAL Solution

- PADDOCK PAL is unique in that it allows grooming to be done with clean sanitized brushes.
- PADDOCK PAL provides better air quality in the grooming area.
- PADDOCK PAL reduces cross contamination between brushes and horses.

The PADDOCK PAL Brush Cleaning Process

Placing your brushes into the motion censored vacuum chamber with ultra violet light will sanitize and remove hair, dirt and debris and store it in the easy to empty hopper below.

PADDOCK PAL Features and Benefits

- Strong light weight carbon fiber exterior with rounded edges
- Retractable cord

- Rechargeable
- Quick, effective, quiet
- Ultra violet light kills 99.9% of most bacteria
- Available in various sizes:
- Commercial
- Residential
- Portable
- May be coin operated
- Safe for all ages
- Patent pending

Feedback

Can you think of any other specific features that a PADDOCK PAL unit should have?	
Can you think of any other potential benefits from using PADDOCK PAL?	
If you had a PADDOCK PAL in your grooming area, how often would it be used ?	
What do you think would be a fair price for a PADDOCK PAL unit in your grooming area?	
What is the best way to market PADDOCK PAL and reach the equine community? ie: organizations, magazines, trade shows, internet, word of mouth	
When PADDOCK PAL is ready for testing, if selected would you be interested in testing Paddock Pal?	
Any other feedback or comments on PADDOCK PAL?	

Personal Information (personal information will be kept confidential)

Your Name	
Your Age	
Mailing Address	
Email Address	
Telephone	
Company or Organization (if applicable)	
How long have you been involved with horses?	
What breeds do you own or lease?	
How many horses do you own or lease?	
What is your discipline? ie: horse racing, dressage, show jumping, endurance, pleasure.	

Thank you for taking the time to help us complete the market research element of this project. Please return completed surveys by October 31 2009.

If you have any questions about this survey or PADDOCK PAL please contact:

Pamela Welstead
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Please mail completed surveys to

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