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For Immediate Release

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BarnManager Unveils New Feed and Supplement Features, \$10/Month Pricing, and More!

Wellington, FL – BarnManager, the official barn management software of US Equestrian, has unveiled all-new pricing options and innovative features, including subscription packages starting at less than \$10 per month and newly introduced feed, supplement, and medication management tools.

“Our team at BarnManager really believes in streamlining and simplifying barn management responsibilities for everyone, because at the end of the day, we’re all in this industry for the horses – not because we wanted to sit behind a desk doing barn paperwork,” said Nicole Lakin, the founder and Chief Executive Officer (CEO) of BarnManager and a competitive equestrian herself.

“With that in mind, we wanted to find a way to make BarnManager even more accessible to everyone so that more managers, owners, and trainers are able to benefit from it,” continued Lakin, who created new pricing tiers to better serve that purpose.

Starting at only \$10 a month, or at \$100 paid annually for even greater savings, the BarnManager “Starter” subscription gives users access to:

- unlimited horse information, health, and wellness recording
- the ability to upload attachments directly to records to easily access files when you need them
- searchable barn-wide conversations and messaging, as well as private conversations and messaging
- a virtual “white-board,” that takes the conventional barn white-board and makes it accessible anywhere
- customizable tables and free form lists
- contact management and more.

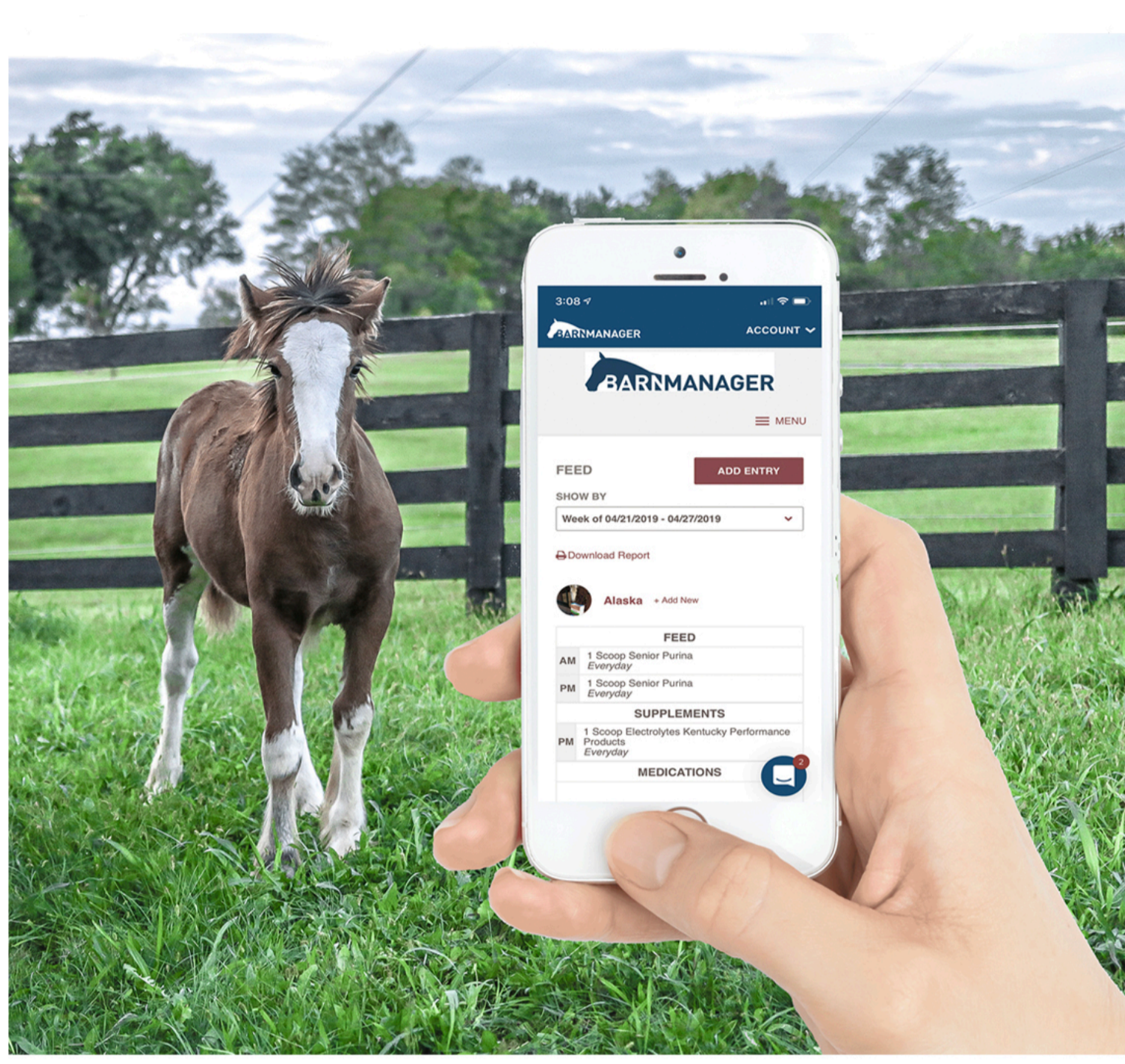
(Check out more of what you could do with the \$10 a month here!)

In addition to striving to improve the day-to-day lives of more managers, owners, and trainers by making BarnManager more accessible, Lakin and her team at BarnManager are continuously working to provide current users with new, added features to meet as many equine and small business management needs as possible.

BarnManager’s newest added features include:

Feed, Supplement, and Medication Management – This new section of the application and software (available by computer, tablet, or phone), makes it easy to house the nutritional and medication requirements of all the horses in the barn in one central location.

Feed, medication, and supplement notes entered into BarnManager are then displayed in easy-to-read tables and charts for each horse.



Once within the BarnManager app, the feed records can be easily accessed by anyone within the barn or team that they are shared with, which eliminates situations like this one that Lakin recalled from time spent managing for Max Amaya’s Stonehenge Stables:

“I remember even at Spruce Meadows, I would be back at the barn trying to make grain and would have a question for Max [Amaya] who was down at the International Ring basically a mile away. Getting in touch with him was challenging. I was always looking for ways to get around those communication issues and to get even more organized.”

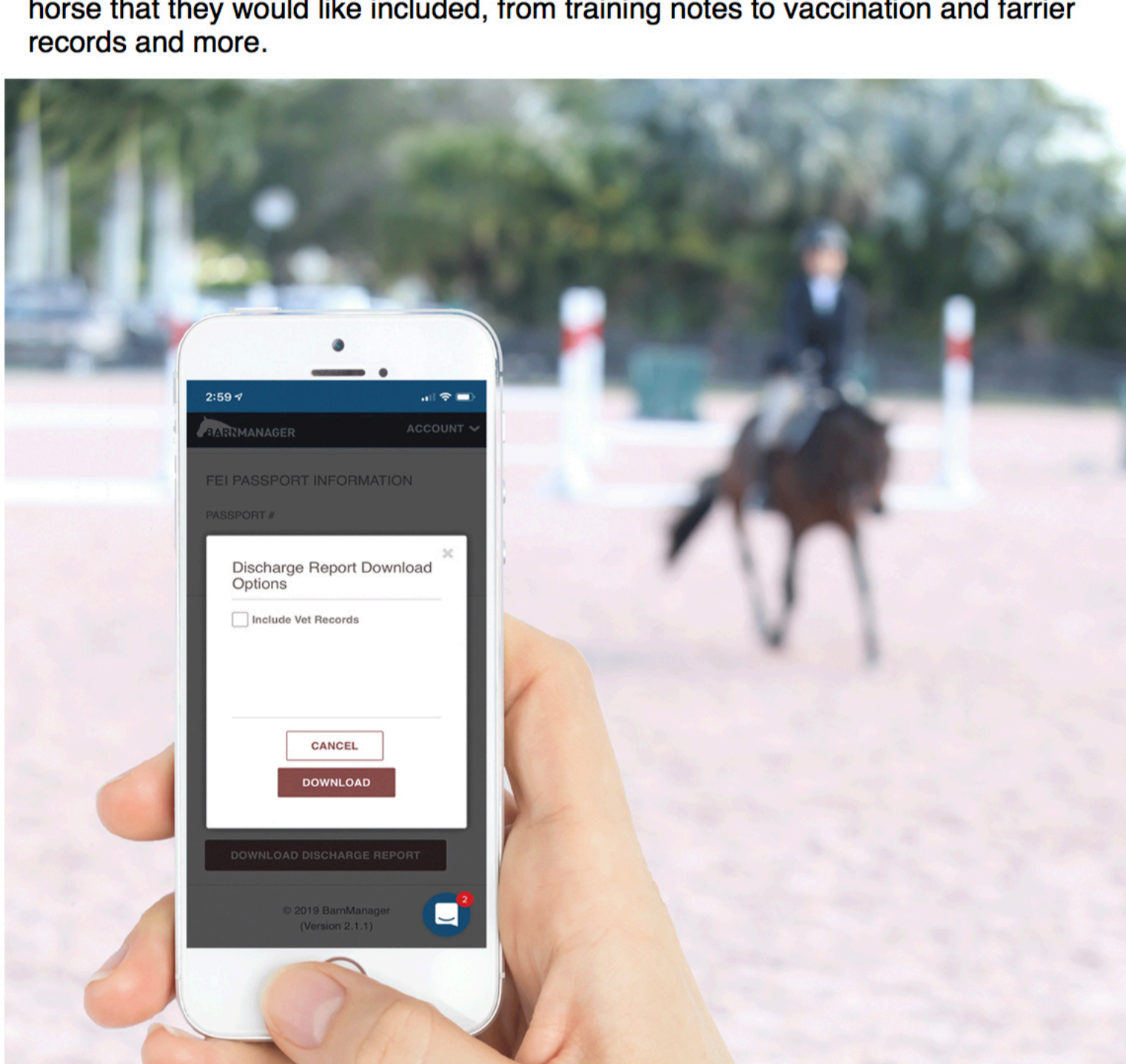
If someone does want to access the feed and medication records outside of the BarnManager app as well, no problem! One click of the “download report” button creates a PDF of the well-organized feeding charts that can then be emailed or printed and displayed in the barn (without the all-too-common risk of notes getting erased off the white board!)

The new feed management tool also makes use of BarnManager’s “change log.” Horses’ supplemental, nutritional, and medicinal needs are often changing, and while it’s often easy to remember that something was changed, it can be hard to recall exactly when that change was made – which is where the change log comes in. Using the log, it becomes easy to see when something was introduced or removed from a horse’s plan.

Discharge Reports – Another helpful feature newly added to BarnManager is the software’s “discharge report” option.

Those selling or buying horses likely know all too well that those transactions also mean the gathering, organizing, and transferring of a good deal of paperwork and information, from registration papers to medical records to feed and training notes.

Now, by hitting one “discharge report” within BarnManager, users can quickly download a full, well-organized report of any and all information on the horse that they would like included, from training notes to vaccination and farrier records and more.



With all of the records in one place, BarnManager’s features have also proven highly valuable to 501(c)(3) horse rescue organizations who have great need for options like the discharge reports.

“We would leave notes for each other; if somebody was on antibiotics or we were going to increase the feed for somebody, we’d put that in the notebook, and we’d date it,” said Dr. Susan Spivey, who founded and operates the Southern Redhead Farms Rescue in Florida. “Now BarnManager helps us with that. It’s a place for me to stockpile those notes on each particular horse. It also helps in our adoption process, because now I’ve got all of those records together for the horse. So, when they’re adopted out, I can say, ‘This is the last farrier appointment. This is the last time they received their shots. There’s the date of the coggins.’”

These newest features from BarnManager are available within the Essentials subscription, available for \$40 a month or \$400 a year.

For those interested in giving BarnManager a try but unsure which plan may be right for them, **14-day free trials are available online here**, and it is easy to switch back and forth between plans.

To learn more, visit www.BarnManager.com.

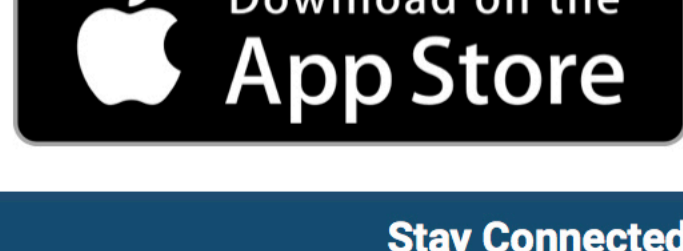
Try it For Yourself! Get a FREE Demo & 14-Day Trial of BarnManager Here!

WHAT'S INCLUDED

Starter	Essentials	Pro
\$10 / month	\$40 / month	Coming Soon
14 Day Free Trial	14 Day Free Trial	14 Day Free Trial
Unlimited Users	Unlimited Users	Unlimited Users
Unlimited Horses	Unlimited Horses	Unlimited Horses
Free Mobile Apps	Free Mobile Apps	Free Mobile Apps
Detailed Horse Profiles	Everything in Starter Plus:	Everything in Essentials Plus:
Team Conversations	Organized and Searchable Digital Records	Billing and Invoicing
List Maker	Shared Calendar for Detailed Scheduling	Report Builder
Contacts Management	Vendor Management	Integrations with other Business Tools
Document Storage	Feed, Supplement and Medication Management	Basic Financial Reporting
Digital Whiteboard	Event and Expiration Reminders	
Subscribe Now >	Subscribe Now >	Coming Soon

Learn More About BarnManager's Features Here!

BarnManager is a cloud-based software solution that provides horse owners and managers with the tools they need to streamline and simplify their daily management responsibilities. The program offers digitized record keeping tools to make small business management accessible and easy.



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