

For Immediate Release -

For more information contact:

Arenus

Stephanie Morris

314-453-7797

Stephanie.morris@arenus.com

www.arenus.com

Amanda Steege and Ashmeadow Farm Wins Arenus Performance and Conditioning Award At HITS Ocala

Ocala, FL (March 21, 2011) – Amanda Steege, of Ashmeadow Farm in Oldwick, New Jersey, is a strong believer in horse care and conditioning being among the most important things a rider can concentrate on in order to produce a good performance. One look at the wall of ribbons at Ashmeadow's stabling area at HITS Ocala proves that Steege's horses, including Harvard, Prestigious, Majestic, Maximillian, Balou, Duval, San Remo and Allejandro, are not only fit but turning out excellent performances.

While Steege said her mounts are having an "amazing season" at HITS, she was also pleased that her stable of horses won the Arenus Performance and Conditioning Award while at the show. "Happy and healthy horses can give so much more to you in the ring," Steege said. "We do our best to give each horse individual attention and really pay attention to what the horses are telling us."

Steege added, "I surround myself with the best team of grooms, farriers, and veterinarians that I can and they really help make my job easy. My barn manager, Tim Delovich, spends a lot of time picking out just the right feeding program and supplements for our horses needs and he communicates a lot with our vets. Our horses also get regular chiropractic and massage treatments. It is important to remember that performance horses are athletes and they get sore just like human athletes."

Steege has 19 horses at HITS Ocala and is pleased that her clients

rely on her to keep their horses in top condition. “I really want to thank my customers for having the faith and trust in me, and my team, to let us be 100% in charge of the decisions about their horses care,” she said.

Steege added that it felt great to win the Arenus Performance and Conditioning Award. “We use the Sore No-More[®] line of products regularly at Ashmeadow and I am excited to try some of the other products from Arenus,” she said.

Melissa Bennington, an Arenus Sales Specialist for the Northeast, congratulated Steege and Ashmeadow for winning the award. “Amanda and her farm have had great success at HITS Ocala and you can tell that keeping their horses in top condition is very important to them,” Bennington said. “I am excited that they already use our Sore No-More[®] products and know they will find the other Arenus products really beneficial.”

Dr. Jay Altman, Veterinary Management Consultant to Arenus, encouraged Steege to try the Assure[®] digestive aids line from Arenus. “I have amazing information to share with Amanda and that is that we did a clinical trial in which we had 64 independent veterinarians present us with 144 digestive cases. Of those, 97% said that after using Assure[®] they would recommend it to their clients,” Altman said. “In some cases, issues like chronic colic seemed to be resolved.”

The Arenus Performance and Conditioning Award is sponsored by Arenus, a premier provider of innovative health and nutrition products for pets and horses. The Arenus Performance and Conditioning Award recognizes one horse, or a group of horses, whose conditioning enhances their stellar performance. The winner is selected by a panel of judges and is presented a \$100 gift certificate for Arenus products.

To learn more about Arenus products, visit www.arenus.com.

About Arenus

Arenus is a premier provider of innovative health and nutrition products for pets and horses. Arenus is a growing division within

Novus Nutrition Brands, a global company dedicated to Health and Nutrition Through Science™. To learn more about Arenus products, or find an Arenus event near you, call (866) 791-3344 or visit www.arenus.com.

-30-



Photo: Amanda Steege and Ashmeadow Farm won the Arenus Performance and Conditioning Award at HITS Ocala. From right to left: Steege aboard Prestigious, Steege's father, Mitch, and Melissa Bennington, Arenus Sales Specialist for the Northeast. The award is sponsored by Arenus, a premier provider of innovative health and nutrition products for pets and horses. (Photo courtesy of Arenus)