

For Immediate Release -

For more information contact:

Arenus

Stephanie Morris

314-453-7797

Stephanie.morris@arenus.com

www.arenus.com

Arenus Announces Sponsorship of Challenge of the Americas at International Polo Club Palm Beach To Benefit Breast Cancer Research

Wellington, FL (March 10, 2011) – Arenus, a premier provider of innovative health and nutrition products for pets and horses, is pleased to announce they are sponsors of The Challenge of the Americas, a Grand Prix International Musical Freestyle Quadrille Team Challenge and Polo Extravaganza to benefit the Breast Cancer Research Foundation and Play for P.I.N.K. (Prevention, Immediate diagnosis, New technology, Knowledge). The Challenge of the Americas will be held at the International Polo Club Palm Beach on March 12.

“The Challenge of the Americas is well known in the equestrian world for its spectacular performances and the fact that it raises money to fight breast cancer. Arenus is pleased to be part of the 10th Anniversary of The Challenge of the Americas and we are excited to announce that we are sponsoring the polo playing during the event,” said Kristen Galvan, an Arenus Sales Specialist for the southeast.

The Challenge of the Americas is an annual fundraiser and a one-of-a-kind affair that highlights the equestrian sports of dressage and polo. Riders competing in the event make up a “Who’s Who” of top equestrians from the United States, Canada, Latin American and Europe. The Challenge Gala, an elegant evening of dinner and dancing, gets underway immediately following The Challenge of the Americas competition. An awards presentation will be featured and guests will have the chance to meet and socialize with riders and judges.

“The highlight of the evening will be a team quadrille dressage challenge and a special polo match,” Galvan said. “The four-on-four polo match, which Arenus is sponsoring, will kick off the event and the polo patrons include Team Vanderbilt-Ingram, made up of Marc Ganzi, Melissa Ganzi, Victor Vargas and Robert Jornayvaz. Team Play for P.I.N.K will consist of John Muse, Scott Decon, Hutton Goodman and Bob Daniels.”

Galvan added that while the equestrian sport will be fantastic, the fact that the competition benefits Play for P.I.N.K. and The Breast Cancer Research Foundation is really the highlight of the evening. “The Breast Cancer Research Foundation and Play for P.I.N.K. both share the same vision, which is to find prevention and a cure in our lifetime, so this is a very worthy cause and Arenus is proud to be part of it,” Galvan said.

The Arenus product families include Sore No-More[®] topicals, Equilite[™] herbal blends, Assure[®] digestive aids, Steadfast[®] joint & structural health supplements and two products containing DHA/Omega-3- fatty acids, Aleira[®] containing DHA with a proprietary blend of mushrooms to support respiratory health, and Releira[™] which contains omega-3 fatty acids and other nutrients to support normal reproductive function.

Arenus is dedicated to delivering scientifically sound health and nutritional products so pets and horses can have many happy years working, playing and competing. The Arenus global staff includes more than 75 animal health professionals and veterinarians who believe that supplements should be supported by science.

To learn more about Arenus products, visit www.arenus.com. General admission tickets for The Challenge of the Americas can be purchased at the gate on the evening of the event for a \$20 donation. To make reservations for the Challenge Gala & VIP Box Seating, contact Mary Ross at 561-852-2591. The website for the event is www.challengeoftheamericas.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.

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Photo: Arenus, a premier provider of innovative health and nutrition products for pets and horses, is pleased to announce they are sponsors of The Challenge of the Americas, a Grand Prix International Musical Freestyle Quadrille Team Challenge and Polo Extravaganza to benefit the Breast Cancer Research Foundation and Play for P.I.N.K. Arenus will be sponsoring the polo portion of the competition which takes place March 12 at the International Polo Club Palm Beach in Wellington, Florida. (Photo courtesy of Sue Stickle)