

For Immediate Release -

For more information contact:

Arenus

Stephanie Morris

314-576-8465

stephanie.morris@arenus.com

www.arenus.com

Arenus Congratulates All 2010 National Reining Horse Rider of the Year Winners

St. Louis, MO (March 29, 2011) – Arenus, a premier provider of innovative health and nutritional products for pets and horses, in conjunction with the National Reining Horse Association (NRHA), is pleased to congratulate the 2010 National Reining Horse Rider of the Year winners. Shawn Florida, who is the NRHA's first Four Million Dollar Rider, took home the 2010 Rider of the Year title.

"Arenus wants to congratulate all of the Rider of the Year winners. Everyone put in a great amount of effort and dedication and Arenus is once again pleased to sponsor the Rider of the Year awards," said Brady Karren, Arenus Equine Sales Specialist/Nutritionist.

The 2010 Rider of the Year winners in the Open Division are: First, Shawn Florida on RC Fancy Step; second, Marcey Vermeer on Gunners Special Nite; third, Andy Fishburne on Mr. Jerry Lee Surpriz; and fourth, Heather Johnson on Doubleknotyourreeboks. Winners in the Non-Pro Division include: First, Rick Christen on Skeets Little Annie; second, Kim Dooley on Country Custom; third, Melissa Wigen on Double Decked Chex; and fourth, Callie Abing on Smart Nu Spook.

"We are really proud of Shawn for winning the title and it couldn't have happened to a nicer person or to a rider who is more committed to the sport of reining. Shawn has been supporting Arenus for a long time and serves as an Arenus Ambassador because he believes in our products," Karren said, adding that each winner showed talent and determination throughout the year. "Winning an end-of-the-year title is a really momentous occasion and I know each and every rider is thrilled with their standings."

Arenus has been a longtime supporter of the NRHA and their products are widely used by horses that travel to a great deal of competitions and compete in a demanding lifestyle such as reining. "Our Assure[®] line of products is an innovative digestive supplement designed to help horses cope better with lifestyle stresses while on the road competing and our Steadfast[®] Equine joint line provides total structural support while promoting normal mobility and healthy connective tissues," Karren said, adding that so many of the Riders of the Year

also rely on Sore No-More[®], a product in the Arenus family. “At almost every show we go to we find Sore No-More[®] fans who say they couldn’t live without the product.”

Arenus also features the product families of Equilite[™] herbal blends, and two products containing DHA/Omega-3- fatty acids. Aleira[™] contains DHA with a proprietary blend of mushrooms to support respiratory health and Releira[™] contains omega-3 fatty acids and other nutrients to support normal reproductive function. For more information on Arenus, visit their website at 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.

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Photo: Melissa Wigen and Double Decked Chex (top) and Callie Abing and Smart Nu Spook (bottom) were awarded Rider of the Year honors in the non-pro division. Arenus, a premier provider of health and nutritional products for pets and horses, sponsored the 2010 Rider of the Year Awards. (Photos courtesy of Arenus)