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Arenus Congratulates Strong Bond Contest Winners and Their Heartfelt Success Stories

St. Louis, MO (January 31, 2011) – The strong bond between horses, dogs and humans is profound and Arenus, a premier provider of innovative health and nutritional products for pets and horses, recently held a Strong Bonds Contest to discover heartwarming stories that forever bond humans with their animals. Now that the winners have been announced, Arenus is sharing their stories with the world – but those stories come with a warning: tissues may be required while reading.

The Grand Prize winning story, *Bruised, Broken and Bonded by Love*, was written by Debbie Bilek. The story details the bond between Bilek's daughter, Rebekah, who the Bilek family adopted from the foster care system. As a tiny child, Rebekah had already faced abuse and abandonment. Two years ago Rebekah bonded with a beautiful Arabian horse named Ali, and the bond was immediate and deep.

“Debbie’s story about her daughter and Ali is breathtaking. It really shows the bond that can develop between a horse and a human, and it also shows how the two can heal each other,” said Simone Pophal, DVM, PhD, Arenus Business Manager. “I hope everyone will go to our website and read Debbie’s story, as well as the stories belonging to the other winners. We want to thank everyone who participated in our Strong Bonds Contest. Each and every story touched the hearts of everyone at Arenus.”

Kristi Shaffer won second place in the contest with her story, *Two Hearts, One Soul*, a touching piece on her life with her Arabian mare, Sierra. While the two continue to deal with tragedy, their bond is

strong and as Shaffer said they will be together “through thick and thin, for better or worse, till death do us part.”

The third place prize went to Deborah Gotto, who wrote the story *Lucy & Deborah*, about a dog that Gotto rescued. In true form, the dog, Lucy, turned out to rescue Gotto and today the two share a relationship that Gotto said was “obviously meant to be.”

Stories earning Honorable Mentions include *Sheila and Cowboy*, by Sheila Heuer, *My One Dollar Horse*, by Marilyn Peterson, *Shadow, Spirit and Jess*, by Josett Evans and *Waiting for Adam*, by Margaret Root. “Some of the stories definitely require having tissues on hand, but they are truly uplifting and worth reading,” Pophal said. “Go to http://www.arenus.com/Portals/Arenus/Campaign/StrongBonds_Winners.html to read the Strong Bond Contest winning stories.”

The Grand Prize Winner, Rebekah and Ali, will receive a one-year supply of their choice of Arenus health products and become the Arenus Strong Bonds Ambassador for the next year. Second place won a six-month supply of Arenus products and third place received a three-month supply. The Arenus family of products features ASSURE[®] digestive aids, STEADFAST[®] joint & structural health supplements, EQUILITE[™] herbal blends, SORE NO-MORE[®] topicals, 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.

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. To read the Strong Bond stories, go to: http://www.arenus.com/Portals/Arenus/Campaign/StrongBonds_Winners.html

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: Rebekah Bilek and her Arabian, Ali, were the winners of the Arenus Strong Bonds Contest. Their story, Bruised, Broken, and Bonded by Love, earned them a one year supply of Arenus products and the position of Arenus Strong Bonds Ambassador for a year. (Photo courtesy of Arenus)