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FOR IMMEDIATE RELEASE

### **Arenus Launches New Mobile Site**

St. Charles, MO - Arenus, an international provider of innovative health and nutritional products for horses and pets, is proud to announce the launch of its new mobile commerce site. Beginning, August 5<sup>th</sup>, 2011, customers who visit Arenus.com on their mobile devices will be automatically redirected to the new mobile site. The site, which can be accessed from both smartphones and tablets, offers an ideal solution for on-the-go customers. The mobile site will allow customers not only to access the Arenus website for the most up-to-date information, but also to place orders from the full selection of Arenus products through a secure checkout feature.

“This new mobile site provides yet another access point for Arenus customers and should lend greater convenience to active equestrians and pet owners” said Raquel Schilf, e-marketing coordinator for Arenus. “We want our customers to have access to the latest information, promotions and products whether they are at shows or at home in the barn.”

#### **About Arenus**

Arenus proudly features the product families, STEADFAST® joint & soft tissue health products, ASSURE® digestive aids, 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.

To learn more about Arenus products, visit [www.arenus.com](http://www.arenus.com).

*Arenus is a premier provider of innovative health and nutrition products for horses and companion animals. The company's supplements are grounded in solid science and formulated to holistically support health conditions in horses and pets. Arenus is an audited and certified member of the National Animal Supplement Council, earning the right to display the NASC Quality Seal. Arenus is a division of Novus International, Inc., a global company dedicated to animal performance, health and longevity. For more information please visit <http://arenu.com/> or call 866-791-3344.*