

For Immediate Release

For more information contact:

Arenus

Stephanie Morris

314-453-7797

stephanie.morris@arenus.com

www.arenus.com

Arenus Presents Successful “Leg Care After Cross Country Competition” Lecture at United States Eventing Association Convention

Scottsdale, AZ (January 18, 2011) – United States Eventing Association (USEA) members not only enjoyed the annual convention held recently in Scottsdale, Arizona, but had the chance to share their success stories about how Arenus products such as SORE NO-MORE[®] and STEADFAST[®] Equine have helped their horses. Arenus is a premier provider of innovative health and nutrition products for pets and horses.

“The USEA convention was wonderful and it was great for Arenus to be there supporting the eventing community,” said Melissa Bennington, Arenus Sales Specialist. “Arenus was proud to sponsor the lecture ‘Leg Care After Cross Country Competition’ presented by Doug Hannum.”

Bennington said that as a top therapist, Hannum has found SORE NO-MORE to be a critical tool in topical leg care for horses and how he relies on SORE NO-MORE when caring for horses after competition. Cross country competition requires horses to be in top athletic form and many of the Arenus brands are proving to be beneficial in helping to keep horses in top shape.

SORE NO-MORE has proven to be a top choice of eventers everywhere. Twice voted Product of the Year by the Horse Journal, SORE NO-MORE is a natural arnica herbal horse liniment which features a blend of Witch Hazel, Arnica and other herbs developed to care for horse athletes. The SORE NO-MORE family of products

includes SORE NO-MORE[®] Liniment, Gelotion, Cooling Clay Poultice, Massage Shampoo, The Sauce and Sports Salve. “Almost every eventer I spoke with at the USEA convention had a great story about using SORE NO-MORE. It was really exciting to hear,” Bennington said. “Another product eventers have faith in is STEADFAST[®] Equine, a joint health product specifically designed for horses with high-demand lifestyles, that supports total structural joint integrity.”

Arenus features the product families ASSURE[®] digestive aids, STEADFAST joint & structural health products, 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.

The company 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.

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.



Photo: Arenus, a premier provider of innovative health and nutrition products for pets and horses, attended the United States Eventing Association convention. Arenus was proud to sponsor the lecture “Leg Care After Cross Country Competition” presented by Doug Hannum. (Photo courtesy of Arenus)