

For Immediate Release -

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Arenus Sponsored Rider Shawn Flarida Appears On Horses In The Morning Radio Show

St. Louis, MO (February 28, 2011) – Shawn Flarida, an Arenus Ambassador and the first rider in history to become the National Reining Horse Association's (NRHA) Four Million Dollar Rider, recently took to the airwaves on the Horse Radio Network's "Horses In The Morning" radio show. Flarida spoke with hosts Glenn the Geek and Jamie Jennings from his farm in Springfield, Ohio.

During the radio show, Glenn the Geek congratulated Flarida on the recent news that Flarida will be inducted into the NRHA Hall of Fame. "It's such an honor," Flarida said, "My peers are there, as well as my brother, and I have always wanted to be there with them."

Flarida, who is an ambassador for the sport of reining, has a long list of accomplishments to his name including winning nine All American Quarter Horse Congress Futurity Open Championships, five NRHA Futurity Open Championships, multiple NRHA Derby Championships, as well as individual and team gold medals at the World Equestrian Games.

"You are the life of the party when it comes to reining and I haven't seen anyone have more fun than you do at this job," radio host Glenn commented to Flarida.

Flarida told the radio hosts that competing is his first love although he also enjoys breeding and riding. "I want to thank all of my sponsors, including Arenus, who is a personal sponsor," Flarida said. "I want to thank them all. We have great sponsors behind our organization."

"We are so proud of Shawn and it was great to hear him on the Horses In The Morning radio show," said Arenus Business Manager Simone Pophal, DVM, Ph.D. "Shawn not only reached the four million dollar mark in the NRHA, but he is a great mentor to other trainers, a great rider who is always smiling and a man who cares about the well being of his horses. Shawn, an Arenus ambassador, uses our products because he says they make a difference in the competitive level of his horses, from our Steadfast[®] joint & structural health supplement line to our Assure[®] digestive aids line."

The Arenus product families also include the Sore No-More® topicals line, 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. 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.

For more information on Arenus, visit their website at www.arenus.com. For more information on Shawn Flarida, visit his website at www.thegreenshirt.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 Ambassador Shawn Flarida, the National Reining Horse Association's (NRHA) Four Million Dollar Rider, recently took to the airwaves on the Horse Radio Network's "Horses In The Morning" radio show. Arenus is a premier provider of innovative health and nutrition products for pets and horses and a proud supporter of Flarida. (Photo courtesy of Waltenberry)

