



Arenus[®] Ambassadors Selected for 2011 Pan American Games

St. Charles, MO—October 7, 2011—Great health and nutrition are cornerstones of great athletic performance. In selecting their best teams for the 2011 Pan American Games, October 14-30, in Guadalajara, Mexico, the Mexican and United States Equestrian Federations have chosen riders who choose Arenus' STEADFAST[®] Equine and SORE NO-MORE[®] products.

Arenus Ambassadors saddling up for Guadalajara include U.S. Dressage teammates Dr. Cesar Parra, on Michael and Sarah Davis' Grandioso, and Steffen Peters, on Jen and Bruce Hlavacek's Weltino's Magic. Arenus Ambassador, Boyd Martin and Dana Diemer's Cold Harbor, have been named replacements for the 2011 Land Rover U.S. Eventing Team for the Pan American Games.

Cesar Parra, DDS, MScD, operates Piaffe Performance in Jupiter, FL and Whitehouse Station, NJ, and was born in Colombia, where he began riding cattle horses in the Andes Mountains at his grandparents' farm. An international trainer and rider with 300 FEI wins to his credit, Dr. Parra has worked with the best in dressage, including Herbert Rehbein, Siegfried "Bimbo" Peilicke, Hans

Rueben, Herbert Kuckluck and Hubertus Schmidt. He competed in the 2004 Athens Olympic Games, 2005 Las Vegas Dressage World Cup, and 2006 Aachen World Equestrian Games. "My horses deserve nothing but the best. That is why I use Arenus' products. They are super effective. Garli+C™ has helped so much, especially with the horses' transition to Florida. I love SORE NO-MORE Liniment. Unlike other liniments, I can use SORE NO-MORE under wraps without fear of blistering and without compromising results. The SORE NO-MORE Massage Shampoo keeps coats glistening. I don't know any other line of products that can compare to Arenus."

German-born Steffen Peters lives in San Diego, CA with his wife, Shannon. His accomplishments include a fourth-place individual finish at the 2008 Hong Kong Olympic Games, and wins in 2009 at the Las Vegas Dressage World Cup, and 2011 in the World Dressage Masters Grand Prix and Grand Prix Freestyle. "We have used SORE NO-MORE Liniment under Back on Track ceramic wraps with terrific results. On horses with chronic swelling, the wraps take out seventy-five percent of the swelling, but adding SORE NO-MORE really knocked out the last little bit. The horses whose legs we have put it on, along with wraps, have consistently stayed tighter than ever. Two great products!"

Australian native Boyd Martin, of West Grove, PA and Aiken, SC, relocated to the U.S. in 2007 to pursue his dream of competing internationally. In 2009 he changed his citizenship and now rides for America, where he spent two years as assistant trainer to Olympic Gold Medalist Phillip Dutton before striking out on his own. In 2008, he was number two on the U.S. Eventing Association Rider of the Year leader board, in 2009 he was USEA Preliminary Rider of the Year, and in 2010 on Neville Bardos, Boyd was the highest placed American at the World Equestrian Games. Martin, bravely returned to FEI competition after a fire at his Windurra USA LLC barn. He supplements with Arenus products to put his horses at their best: "It's quite interesting actually. I get new horses in for training and sometimes they are a little bit dull, or have breathing or joint problems, and you put them on Arenus products and week by week, the quality of the horse improves, the soundness of the horse improves, you don't have to feed them as much and, on the competition field, things get better and better performance-wise."

Also using Arenus products at the Pan American Games are two members of Mexico's show jumping (equipo de salto) squad: Enrique Gonzalez, riding Criptonite, and Nicolas Pizarro, on Crossing Jordan. Gonzalez, known as La Pajara, ("The Wall") spent his summer preparing to for an international field by competing in Europe, and Pizarro represented Mexico at the 2010 World Equestrian Games and in Canada at the Pan American Games qualifier at Spruce Meadows.

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™. In addition to the STEADFAST joint and soft tissue health products, Arenus proudly manufactures ASSURE[®] digestive aids, EQUILITETM 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 an audited and certified member of the National Animal Supplement Council, earning the right to display the NASC Quality Seal. To learn more about Arenus products, or find an Arenus event near you, call (866) 791-3344 or visit www.arenus.com.