

For Immediate Release -

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Arenus Sponsored Rider Shawn Flarida Tops Four Million Dollar Mark

St. Louis, MO (February 8, 2011) – Arenus, a premier provider of innovative health and nutritional products for pets and horses, is pleased to announce that Shawn Flarida, an Arenus Ambassador, is the first rider in history to become the National Reining Horse Association's (NRHA) Four Million Dollar Rider. The NRHA has reported that Flarida's earnings are \$4,023,885.

"We are so excited for Shawn and couldn't be prouder," said Arenus Business Manager Simone Pophal, DVM, Ph.D. "Shawn reached the four million dollar mark during the 2010 NRHA Futurity in Oklahoma."

Flarida, who was already the NHRA's first Three Million Dollar Rider, topped four million dollars with rides in the finals on Quistador, owned by Augustine and Gaynia Revenberg, and Shine Chic Shine, owned by Amabile & Strusiner. A tie for third in the \$100,000 NRHA World Championship Shootout on Wimpys Little Chic, owned by Arcese Quarter Horses USA, helped Flarida earn more than \$100,000 to become the NRHA's first Four Million Dollar Rider.

Flarida also helped the U.S. Reining Team clinch the Team Gold Medal at the 2010 FEI World Equestrian Games in Lexington, Kentucky. "Shawn has really put his trust in Arenus and relies on Assure[®] Guard for his world champion horses," Pophal said. "We are proud that he is an Arenus Ambassador and that he has found that our products make a difference in the competitive level of his horses."

Assure Guard is an innovative digestive supplement designed to help horses cope better with lifestyle stresses like competition, training and feed changes through Arenus's exclusive GST[®] technology and blend of direct-fed microbials. "Shawn's horses are on the road most of the year and he wants to make sure they handle the stress of traveling and competing," Pophal said. "Assure Guard also supports proper hindgut motility and stomach pH."

For more information on Arenus, visit their website at 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.

-30-



Photo: Arenus, a premier provider of innovative health and nutritional products for pets and horses, is pleased to announce that World Equestrian Games Gold Medalist Shawn Flarida is the first rider in history to become the National Reining Horse Association's Four Million Dollar Winner. Flarida is shown riding Wimpy's Little Chic. (Photo courtesy of Waltenberry)