

For Immediate Release –

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Arthemise Baldwin and Grundyman Win Arenus Performance and Conditioning Award at Gold Coast Fall Fling

Wellington, FL (December 13, 2010) – Arthemise Baldwin and her 16.1 hand Hanoverian gelding Grundyman not only performed well in their Prix St. George class at the Gold Coast Dressage Association's Fall Fling, but thanks to Grundyman's shiny coat and excellent fitness level the duo rode away with the Arenus Performance and Conditioning Award. Sponsored by Arenus, a premier provider of innovative health and nutritional products for pets and horses, Baldwin and Grundyman were awarded a prize basket representing their products that they can chose from with their gift certificate.

Baldwin was pleased with her 14-year-old gelding's fourth place finish as well as his performance in the Prix St. George class. "He was a little flat the first day so I asked more of him the second day and he really responded," she said.

Baldwin said she works hard at keeping Grundyman fit and in good condition, and that massages are part of her gelding's regime. "I do everything I can to support my horse from a muscular standpoint. You have to do proper warm-up and cool down and icing and massages, all of that really counts," she said, adding that she also gives credit to her groom and trainer for Grundyman's success.

Baldwin was pleased to learn that Sore No-More[®], a product she uses regularly, is part of the Arenus family. "I do a lot of massages on my horses and I use the Sore No-More liniment and the Sore No-More gel," she said. "And the Sore No-More poultice is the best."

"At Arenus, we understand what it takes for peak performance and horses to look their best. I want to congratulate Arthemise and Grundyman on winning the Arenus Performance and Conditioning Award. Grundyman is a gorgeous horse and you can tell that Arthemise takes his grooming and conditioning seriously," said Kristen Galvan, Arenus Sales Specialist.

Arenus will present the Arenus Performance and Conditioning Award at select shows during the Florida winter dressage circuit. A team of independent judges will select winning horses based on their exceptional coats and level of conditioning.

“We love supporting the equestrian community and giving out the Arenus Performance and Conditioning Award is really wonderful because the owners are not only thrilled to have their horses recognized, but they are thrilled to win a gift certificate for Arenus products,” said Arenus Business Manager Simone Pophal, DVM, Ph.D. “The winter dressage shows in south Florida feature the ‘best of the best’ competing, and we are pleased to be part of such a fabulous show atmosphere.”

Arenus will present the Arenus Performance and Conditioning Award at a variety of Gold Coast Dressage Association (GCDA) shows and Wellington Classic Dressage (WCD) shows, including: the WCD Holiday Challenge, December 11-12, 2010; the GCDA Opener CDI, January 21-23, 2011; the WCD Spring Challenge CDI, February 10-13, 2011; the WCD Challenge II, March 10-13, 2011; and the GCDA Finale I, April 15-16, 2011.

Arenus is a premier provider of innovative and nutritional products for pets and horses, featuring product families like ASSURE[®] digestive aid, 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. “I am interested in learning more about the Arenus product STEADFAST,” Baldwin said. “I really believe we need to do everything that we can for our horses.”

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.



Photo: Arthemise Baldwin and her Hanoverian gelding Grundyman won the Arenus Performance and Conditioning Award at the Gold Coast Dressage Association Fall Fling Show. Arenus, a premier provider of innovative health and nutritional products for pets and horses, awarded Baldwin with a prize bag representing the Arenus products she will be able chose from with her gift certificate. (Photo courtesy of JRPR—no photo credit necessary)