

For Immediate Release –

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Equilite To Participate as Sponsor for 2010 Dressage Season In Wellington

St. Charles, MO (October 19, 2009) – Equilite, makers of award-winning holistic animal health and herbal blends including Sore No More[®], will be sponsoring the 2010 dressage season in Wellington. Equilite is dedicated to supporting the equestrian community and will sponsor classes at the Gold Coast Dressage Association and the Wellington Classic Dressage shows.

“Equilite is proud to sponsor the Wellington dressage shows. Many of our clients are dressage riders who participate in the series and we look forward to supporting the shows,” said Equilite’s Stacey Small. “Dressage riders, as well as riders from all disciplines, have come to rely on our products and we are pleased to sponsor their showing endeavors.”

The Wellington dressage shows, which begin in October of 2009 and run through May of 2010, attract top competitors from around the nation and feature USEF/USDF recognized dressage shows. Held at the Palm Beach County Jim Brandon Equestrian Center, the 111-acre world-class equestrian facility features a lighted covered arena as well as several open, newly-improved show and schooling rings and 128 stalls in permanent barns.

Dressage riders from across the country are fans of Equilite’s Sore No More, which has twice been voted Product of the Year by the

Horse Journal. An all-natural arnica herbal horse liniment, Sore No More features a blend of Witch Hazel, Arnica and other herbs developed to reduce muscle fatigue, bruising, swelling and related soreness.

Equilite is proud of their Sore No More family of products, which includes Sore No More Liniment, Gelotion, Cooling Clay Poultice, Massage Shampoo and The Sauce, now includes the new Sore No More Sports Salve. "The Sports Salve takes the effective Sore No More Liniment and combines it with some wonderful emollient herbs to create a multi-purpose soothing cooling cream that has unlimited applications," Small said. "This product is sure to be a big winner in the marketplace."

About Equilite

Equilite is part of the Arenus family of products. Arenus is a premier provider of innovative health and nutrition products for pets and horses. A growing division within Novus Nutrition Brands LLC., a global company dedicated to animal performance, health and longevity.

For more information on Equilite products, visit their website at www.equilite.com or call 1-800-942-5483. For more information on Arenus brand products, visit www.arenus.com

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Photo:

Equilite Ambassador Steffen Peters will be attending the USET Holiday Fundraiser held at the Wellington Classic Holiday Challenge Dressage Show at Jim Brandon Equestrian Center in Wellington, Florida. Equilite will sponsor classes at Gold Coast Dressage Association and The Wellington Classic Dressage shows which run this October 2009 through May of 2010. (Photo courtesy of Susan Stickle).