

For Immediate Release –

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John Ingram's Charming Girl Wins EQUILITE™ 2010 Grooming and Conditioning Award

Wellington, FL (March 30, 2010) – Charming Girl, a beautiful, dappled bay mare, charmed the judges with her gorgeous coat and excellent condition to win the EQUILITE™ 2010 Grooming and Conditioning Award during the ninth week of the Winter Equestrian Festival. Charming Girl, a 12-year-old Holstein mare owned by John and Stephanie Ingram, was awarded EQUILITE™ brand products from award sponsor Arenus, makers of animal health products and supplement blends including Sore No More®.

Dominique Vonsiatsky, manager and trainer at River Circle Farm where Charming Girl lives, said the mare stays fit by working out on a treadmill and that the stunning and shiny mare loves a good trail ride. “She shows in the Amateur Owner Jumpers with John,” Vonsiatsky said, adding that Stephanie Ingram’s parents, Brownlee and Agneta Curry, own River Circle Farm. “It was wonderful to win the EQUILITE™ Grooming and Conditioning Award, because we are already fans of Sore No More®. Charming Girl has a long back and we put Sore No More® on her back every day to keep her loose.”

Each week during the Winter Equestrian Festival, a horse, barn or trainer is chosen for their horse’s exceptional coat and level of conditioning by a team of independent judges. The winner receives a prize of EQUILITE™ brand products including two time product of the year, Sore No More® liniment.

“Charming Girl is dappled to perfection and as fit as can be,” said Stacey Small, creator of the EQUILITE™ line of products. “It is always wonderful to see a horse in such excellent condition and of course we love finding out that Charming Girl uses Sore No More® on a daily basis and benefits from it.”

Charming Girl’s winning tote of products also included the Sore No More® Massage Shampoo. The Massage Shampoo is specifically designed for dry, sensitive skin and helps keep horses coats shiny

and healthy and resilient to the effects of skin rashes and rain rot. “The Sore No More® Massage Shampoo is chemical free and contains Arenus’s famous Sore No More Liniment,” Small said. “The Massage Shampoo is two products in one and leaves your horse feeling great!”

About Arenus

Arenus is a premier provider of innovative health and nutrition products for pets and horses. The EQUILITE™ line is part of the Arenus family of products. 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: Dominique Vonsiatsky, manager and trainer at River Circle Farm, stands with Charming Girl, owned by John and Stephanie Ingram. Charming Girl won the EQUILITE™ 2010 Grooming and Conditioning Award during the ninth week of the Winter Equestrian Festival. (Photo courtesy of JRPR – no photo credit necessary)