

For Immediate Release

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Frank Madden and Hunter's Moon Farm Win Equilite 2010 Grooming & Conditioning Award at WEF

Wellington, FL – A stable full of well-groomed horses at Frank Madden's Hunter's Moon Farm helped the well-known trainer win the 2010 Grooming & Conditioning Award during the first week of the prestigious Winter Equestrian Festival. Sponsored by Equilite, makers of award-winning herbal animal health products and supplement blends including Sore No More[®], Hunter's Moon Farm was awarded a giant tote filled with Equilite products.

"We have a great group of grooms so really the award is theirs," Madden said, adding that he is a big fan of Equilite. "We use Sore No More on our horses and we have had great success with it. This is really a great award to win."

Frank Madden Show Stable, located at Hunter's Moon Farm in East Norwich, New York, opened about two years ago. "It is a new business and we have a terrific group of clients and horses," Madden said. "We will be at WEF for all 12 weeks and we are really excited about it."

Judges for the Equilite Grooming & Conditioning Award were impressed with Hunter's Moon Farms spotless horses – even on a muddy day. Each week throughout the world-class horse show, a horse, barn or trainer will be chosen by a team of Equilite judges to receive a prize basket filled with valuable Equilite products.

“It is a pleasure to be sponsoring the Equilite Grooming & Conditioning award at the Winter Equestrian Festival. Congratulations to Frank Madden and the grooms at Hunter’s Moon Farm for keeping their horses well groomed and conditioned,” said Stacey Small, CEO of Equilite.

Equilite’s Sore No More, which has twice been voted Product of the Year by the Horse Journal, has become a favorite of rider’s all across the country. 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. The Sore No More family of products includes Sore No More Liniment, Gelotion, Cooling Clay Poultice, Massage Shampoo, The Sauce and the Sore No More Sports Salve.

Equilite's herbal horse liniments, herbal supplement blends and botanical flower essences are non-irritating and safe for horses, horse owners and the environment. They contain no sugars, no fillers and no chemicals and are proudly made with human grade ingredients in the USA. Equilite is an environmentally conscious company.

For more information on Equilite products, visit their website at www.equilite.com or call 1-800-942-5483. For more information on the Winter Equestrian Festival, visit their website at www.equestriansport.com.

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.

Photo:

Frank Madden and the horses at Hunter's Moon Farm won the 2010 Equilite Grooming & Conditioning Award, during the first week of the world-class FTI Winter Equestrian Festival. Equilite, makers of award-winning holistic animal health and herbal blends including Sore No More[®], will sponsor the award throughout the show circuit. (Photo by JRPR – no photo credit necessary)

