

**Arenus and NBHA STEADFAST® 5x Faster Award:
Breast Cancer Charity Dash a Highlight at NBHA National Finals**

St. Charles, MO—November 14, 2011—Sure, it's a fast-paced world, but barrel racers still seem to go five times faster than the rest of us. Which is why Arenus, makers of STEADFAST® Equine, partnered with the National Barrel Horse Association during the NBHA 2011 World Championships, October 23-29, at the Georgia National Fairgrounds in Perry, to pick up the pace towards fighting breast cancer.

After donning their creative-thinking cowboy hats, Brady Karren, Sales Manager at Arenus, and Len Carter, with NBHA Sponsorships, came up with a great idea that appealed to both the competitive and charitable sides of the nation's best barrel racers and their fans: the STEADFAST Five Times Faster Dash, a single barrel race to raise support for breast cancer research and awareness.

“Like a winning barrel racing team,” said Karren, “STEADFAST and its unique NEM® natural eggshell membrane joint support matrix work fast to deliver results.”

On hand at the Georgia National Fairgrounds to cheer on STEADFAST Five Times Faster winners Tyler Aitken, Emily Church, and Ned Cunningham, and Dr. Jay Altman, creator of Arenus ASSURE® digestive aids.

Arenus wants to continue to support events like this one, it not only encourages healthy competition but also supports a great cause. A proud NBHA national title partner, Arenus is a premier provider of science-supported equine and pet health and nutrition products. Besides the ASSURE digestive aids, STEADFAST joint and soft tissue health products, the Arenus family of tack trunk essentials includes, DHA/Omega-3 supplements ALEIRA® to support respiratory health and RELEIRA to support reproductive function, EQUILITE™ herbal blends, and [the award winning SORE NO-MORE®](#) topicals.

The NBHA, headquartered in Augusta, Georgia, is the largest barrel racing organization in the world. In 1992, the NBHA revolutionized the barrel racing industry by pioneering the divisional format, which allows riders of all skill levels a chance to compete for money and prizes. The divisional format encourages riders to improve and work toward higher Divisions while still remaining competitive.

To learn more about Arenus products, visit 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.

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