

## **For Immediate Release –**

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## **Olympic Dressage Rider Steffen Peters Joins Arenus as Official Arenus Ambassador**

*St. Louis, MO (March 31, 2011)* – Arenus, a premier provider of innovative health and nutritional products for pets and horses, is pleased to announce that Olympic Dressage rider Steffen Peters has joined Arenus as an official Arenus Ambassador. Peters, who is fresh off a staggering victory at the World Dressage Masters in Palm Beach, Florida, exemplifies talent and horsemanship. Scoring an impressive 84.550% in the Grand Prix freestyle, Peters and his mount Ravel, owned by Akiko Yamazaki, continued a winning streak that has made Americans proud over the past years. Peters made history at the 2010 World Equestrian Games in Kentucky when he rode Ravel to the bronze medal in the Grand Prix Special.

Peters, a native of Germany, became a United States citizen in 1992. He competed on his first U.S. team during the 1996 Atlanta Olympics when the team took home the bronze medal. At the 2006 World Equestrian Games, Peters and Ravel helped the U.S. team capture the bronze medal. At the 2008 Olympics, Peters and Ravel finished fourth but set the dressage ring on fire a year later when they won the FEI Rolex World Cup Final in Las Vegas. Peters and Ravel then went on to sweep the Grand Prix, the Special and the Freestyle at Aachen, a feat never before mastered by an American rider.

Peters runs a dressage training facility with his wife, Shannon, in Escondido, California. “Steffen has dominated international dressage competition for many years and we are so proud to welcome him to the Arenus family,” said Arenus Business Manager Simone Pophal, DVM, PhD.

Peters has been a long time fan of the Sore No-More<sup>®</sup> products, produced by Arenus. “I have used the Sore No-More products for many years and love them,” Peters said. “I am looking forward to using the Arenus product Steadfast<sup>®</sup>.”

Steadfast Equine is a joint supplement that provides relief from occasional joint discomfort from normal daily activity while promoting normal mobility and healthy connective tissues to support healthy joints, bones, tendons and ligaments. “I have heard that Steadfast helps with soft tissue and most joint supplements don’t do that so I am eager to try the product for myself,” Peters said.

Stacey Small, a consultant for Arenus, said she is pleased that Peters is now serving as an Arenus Ambassador. “Steffen was a big supporter of the EQUILITE™ line of products for many years prior to the acquisition of the product line by Arenus,” Small said. “Arenus believes supplements should be supported by science and they are dedicated to delivering scientifically sound nutritional products.”

In addition to producing Steadfast joint and structural health products, Equilite herbal blends and Sore No-More topicals, Arenus features the product families Assure<sup>®</sup> digestive aids 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.

To learn more about Arenus products, visit [www.arenus.com](http://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](http://www.arenus.com).



*Photo: Arenus, a premier provider of innovative health and nutritional products for pets and horses, is pleased to announce that Olympian and international dressage rider Steffen Peters is now an official Arenus Ambassador. (Photo courtesy of Susan J Stickle)*