

For Immediate Release –

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**Shawn Flarida, RC Fancy Step and STEADFAST[®]
Are Gold Winning Team Headed To World
Equestrian Games**

St. Louis, MO (September 10, 2010) – Shawn Flarida, the National Reining Horse Association's Three Million Dollar Winner, is headed to the World Equestrian Games on RC Fancy Step as part of the US Reining Team. Flarida and RC Fancy Step, owned by the Plummer Family of SDP Buffalo Ranch in Fort Worth, Texas, clinched a spot on the WEG Reining Dream Team after winning a gold medal at the Battle in the Saddle in Oklahoma City, Oklahoma.

In addition to hard work and talent, Flarida believes there is a third component to RC Fancy Step's winning abilities -- STEADFAST[®] EQUINE, a joint health product specifically designed for horses with a high-demand lifestyle which supports total structural joint integrity. STEADFAST EQUINE is sold by Arenus, a premier provider of innovative health and nutritional products for pets and horses, featuring the ASSURE[®], STEADFAST, EQUILITE[™], ALEIRA[™], RELEIRA[™] and SORE NO-MORE[®] product families.

"RC has been great his entire career and he seems to be getting better with age. We attribute some of his success to using a great product like STEADFAST EQUINE," Flarida said, adding that RC Fancy Step isn't the only STEADFAST EQUINE supported horse in his barn. "I use STEADFAST EQUINE on many of my Derby horses and all of my Futurity horses."

Flarida is the only rider to ever win two gold medals at the World Equestrian Games in Reining, a feat he accomplished in 2002 at WEG in Jerez, Spain. "I am very excited to be returning to the World Equestrian Games, and even more excited that it is being held in the United States," Flarida said.

Arenus was thrilled to hear that Flarida and RC Fancy Step will be part of the USA Reining Team at WEG. "We are always excited to hear of a horse that not only uses STEADFAST EQUINE, but one that is accomplishing great things in the show ring, and RC Fancy Step is certainly on the top of the list when it comes to accomplishments," said Simone Pophal, DVM, PhD Arenus Business

Manager. “Shawn is a world-renowned reiner and the National Reining Horse Association’s all-time leading money earner and the fact that he trusts STEADFAST EQUINE for his horse’s joint health speaks volumes. We are honored that Shawn will use STEADFAST EQUINE as part of his program at the World Equestrian Games.”

STEADFAST EQUINE provides relief from occasional joint discomfort due to normal daily activity while promoting mobility and healthy connective tissues, to support healthy joints, bones, tendons and ligaments. “STEADFAST EQUINE helps horses stay sound and it says a great deal when a rider like Shawn, who has won five NRHA Open Futurity Championships and the All-American Quarter Horse Congress eight times, relies on STEADFAST EQUINE,” Pophal said.

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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Photo: Shawn Flarida, the National Reining Horse Association’s all-time leading money earner and first-ever Three Million Dollar Rider, uses the joint supplement STEADFAST® EQUINE on the horses he competes, including RC Fancy Step. Flarida and RC Fancy Step will represent the United States on the US Reining Team at the World Equestrian Games. (Photo courtesy of Waltenberry.com)