

For Immediate Release –

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Cherie Wright Wins Sore No More® Prize Basket at Skylands Saddlery Soiree at Dressage At Devon

Devon, PA (September 29, 2009) – Equilite, the makers of the award-winning liniment Sore No More®, introduced their new Sore No More Sports Salve during Dressage at Devon. Riders and spectators were invited to a wine and hors d'oeuvres party at the Skylands Saddlery booth to help celebrate the launching of the new Sore No More Sports Salve. Skylands Saddlery is a New Jersey tack shop that carries Equilite products and specializes in the dressage horse and rider.

A drawing was held during the party and Cherie Wright of Soleberry, Pennsylvania, walked away with a basket full of Equilite products including the new Sports Salve, Sore No More and Gelotion. As a full-blown Equilite product fan, Wright said she was thrilled to win.

Those attending the party were invited to sample the new Sports Salve, shop at the Skylands Saddlery booth and socialize with Dr. Cesar Parra, an Equilite sponsored rider who captured three wins during Dressage at Devon and was the High Score FEI Rider of the Show aboard Olympia. “Giving away a basket of products was a great way to introduce our new Sports Salve,” said Tracey Freeman of Equilite. “We were really pleased that so many people were introduced to the Sports Salve during Dressage at Devon. It was also exciting to have Cesar on hand for the event. He is an Equilite sponsored rider who relies on our products.”

The new Sports Salve combines the successful Sore No More liniment with a Tamanu Butter and Aloe Vera blend to create a creamy butter base that is silky smooth, non-irritating and helps soften rough itchy dry skin or cracking hooves. It can be used on legs prior to competition as a leg grease or for cuts and scrapes any where on the body to help hair grow back. It also makes a great natural leg sweat for animals with sensitive skin.

“The Sports Salve is designed to be used daily, even several times a day if necessary. It is gentler to the skin in comparison to other leg liniment creams and may be used over cuts and scrapes and under bandages,” said Stacey Small of Equilite. “Sore No More Sports Salve should be used preventatively as part of your daily training regime and not just for post trauma or injuries.”

Wright’s winning Equilite basket also gave her and other attendees a sneak preview of the new Sore No More amber colored packaging.

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.

For more information on Equilite products, visit their website at www.equilite.com or call 1-800-942-5483. For more information on Arenus brand products, visit www.arenus.com

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Photo:

Equilite introduced their new Sore No More Sports Salve during Dressage at Devon by giving away a basket full of Equilite products that was won by Cherie Wright of Soleberry, Pennsylvania. From left to right: Equilite ambassador, Dr. Cesar Parra, Wright, Airwalker, a Vanner Horse from Powerpaint Farm, Tracey Freeman of Equilite and Ronni Blaszczyk from Skylands Saddlery. (JRPR photo –no credit necessary).