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Arenus Offers Way to Help Those Helping Texas Fire Victims *Texas Lost Pine Riding Club Says Help Has “Renewed Faith in Humanity”*

St. Louis, MO--September 13, 2011—The terrible September wildfires in Texas also set the Missouri headquarters of Arenus ablaze with activity in a coordinated effort with the Texas Lost Pines Riding Club in Bastrop County, Texas and nonprofit bluebonnetequine.org, to help nearly 100 horses and cattle with sanctuary.

“They came from ranches and homes of people who lost everything,” said Laurie Phillips, coordinator for large animal rescue for the Elgin-based Texas Lost Pines Riding Club, which helped save more than 250 animals as more than 175 wildfires raged over nearly 127,000 acres; Bastrop County saw 34,068 acres burn and lost 1,386 homes. The animals now in their care are still very much “in need,” said Phillips, as she toiled alongside veterinarians to help a mare regain her feet after going down overnight.

In 2009, Brad Pitt and Sean Penn filmed *The Tree of Life* in Bastrop, and in that same world-spirit of sustainability, the animal care experts at Arenus wanted to reach out and help their neighbors in the horse community.

“Through the purchase of Arenus products using a special Texas Wildfire PRP Code, PRP-74483, a portion of all proceeds will be donated to Lost Pines Riding Club to help the horses and cattle who survived the fire recover and start going home to the people who love them,” said Arenus representative Raquel Schilf.

The riding club also has a dozen veterinarians on hand, volunteering their services overseeing large animal recovery, including a member of Texas A&M University Veterinary Disaster Services, and the team from Elgin Veterinary Clinic. “We are truly indebted to the Elgin vets,” said Phillips, “who have remained on-task nonstop through this crisis. The help we have received from everyone has renewed my faith in humanity.”

Help for equine and bovine Texas fire victims is also needed ‘round the clock. For a list of organizations helping with animal rescue, and websites providing county-by-county updates, go to <http://www.arenus.com/Communities/-Arenus-Local-Outreach>.

About Arenus

Arenus is a premier provider of innovative health and nutrition products for pets and horses. Arenus products include STEADFAST[®] joint and soft tissue health products, ASSURE[®] digestive aids, EQUILITE[™] herbal blends, SORE NO-MORE[®] topicals, 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. 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.