

For Immediate Release –

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**Tracey Weinberg and Linda Z Win EQUILITE™
2010 Grooming & Conditioning Award at FTI
Winter Equestrian Festival**

Wellington, FL (March 10, 2010) – Tracey Weinberg and her Holstein mare Linda Z are on a winning streak at the 2010 FTI Winter Equestrian Festival. In addition to winning three classes in the High Amateur Jumpers, Weinberg and Linda Z won the EQUILITE™ 2010 Grooming & Conditioning Award during the sixth week of the prestigious Winter Equestrian Festival, thanks to Linda Z's immaculate coat and beautiful conditioning.

Weinberg was awarded EQUILITE™ brand products from award sponsor Arenus, makers of animal health products and supplements including two time product of the year SORE NO MORE® liniment. "I have used SORE NO MORE® liniment for many years and when we won the tote we started using the SORE NO MORE® Gelotion on one of my horses that had a sore back. The Gelotion made all the difference in the world in three days," Weinberg said.

Weinberg, of Lovettsville, Virginia, trains with Olympic rider Joe Fargis at Sandron in Virginia. "It's an honor to win the grooming and conditioning award," Weinberg said, adding that she has been riding with Fargis for four-and-a-half years. "Joe and the staff at Sandron take beautiful and impeccable care of our horses."

Each week throughout the Winter Equestrian Festival, a horse, barn or trainer is chosen for their horse's exceptional coat and level of conditioning by a team of independent judges and awarded with the EQUILITE™ 2010 Grooming & Conditioning Award.

"Congratulations to Tracey and her beautiful mare Linda Z," said Stacey Small, creator of the EQUILITE™ line of products. "We are thrilled to learn of her success with the SORE NO MORE® Gelotion.

The Gelotion is made of the same master blend as our SORE NO MORE[®] liniment, but with an all natural Xanthum Gum added as a thickener. The Gel is great to use prior to exercise to loosen muscles and tendons and it is extremely beneficial for bringing a horse back from an injury.”

About Arenus

Arenus is a premier provider of innovative health and nutrition products for pets and horses. The EQUILITE™ line is part of the Arenus family of products. 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:

Tracey Weinberg (left) and Linda Z won the EQUILITE™ 2010 Grooming & Conditioning Award during the sixth week of the world-class Winter Equestrian Festival. Weinberg trains with Olympic legend Joe Fargis and boards Linda Z at his Sandron farm in Virginia. Weinberg was awarded EQUILITE™ brand products from award sponsor Arenus, makers of animal health products and supplement blends including EQUILITE™ SORE NO MORE[®]. (Photo by JRPR – no photo credit necessary)