

For Immediate Release

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World Equestrian Games Gold Medalist Shawn Flarida Becomes Newest Arenus Ambassador

St. Louis, MO (November 17, 2010) – Arenus, a premier provider of innovative health and nutritional products for pets and horses, is pleased to announce that World Equestrian Games Gold Medalist Shawn Flarida has joined their team as an Arenus Ambassador. Flarida, the National Reining Horse Association's Three Million Dollar Winner, helped the U.S. Reining Team clinch the Team Gold Medal at the 2010 FEI World Equestrian Games in Lexington, Kentucky.

Flarida competed with RC Fancy Step, owned by the Plummer Family of SDP Buffalo Ranch in Fort Worth, Texas, during the World Equestrian Games. "Shawn has been a longtime supporter of Arenus products and we are proud to say that his World Equestrian Games partner, RC Fancy Step, has used STEADFAST® Equine, a joint health supplement from Arenus, for the past two years," said Arenus Equine Sales Specialist & Nutritionist Brady Karren. "RC Fancy Step is an amazing horse and he and Shawn anchored the U.S. Reining Team to win the Team Gold Medal at the World Equestrian Games."

Fans of Flarida and RC Fancy Step were hopeful that the duo would also win an Individual Medal during the Games, but a broken stirrup leather during RC Fancy Step's run forced Flarida to touch his saddle horn, putting the duo out of contention for a medal. "That was an extremely tough break for Shawn and I know he was disappointed," Karren said. "But Shawn is the consummate competitor and he took it all in stride and praised RC Fancy Step for a great performance. Despite the broken stirrup leather, the 2010 World Equestrian Games marked the third Gold Medal that Flarida has won. In 2002, he won two Gold Medals in Reining at the World Equestrian Games in Jerez, Spain."

As a new Arenus Ambassador, Flarida is quick to credit STEADFAST Equine with keeping RC Fancy Step competing at the top. "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."

STEADFAST Equine is a joint health product specifically designed for horses with a high-demand lifestyle, which supports total structural joint integrity. Arenus also features the product families ASSURE[®] digestive aids, EQUILITE[™] herbal blends, SORE NO-MORE[®] topicals, and two products containing DHA/Omega-3-ALEIRA[™] for respiratory health and RELEIRA[™] for reproductive health. “We have many high performance riders who count on Arenus products to keep their horses competing at their peak,” Karren said. “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.”

For more information on Arenus, visit their website at www.arenus.com. For more information on dressage shows in the Florida winter circuit, visit Gold Coast Dressage Association at www.gcdaf.org and Wellington Classic Dressage at www.wellingtonclassicdressage.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.

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Photo: Arenus, a premier provider of innovative health and nutritional products for pets and horses, is pleased to announce that World Equestrian Games Gold Medalist Shawn Florida has joined their team as an Arenus Ambassador. Florida, the National Reining Horse Association’s Three Million Dollar Winner, helped the U.S. Reining Team clinch the Team Gold Medal at the 2010 World Equestrian Games. (Photo courtesy of Waltenberry)