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FOR IMMEDIATE RELEASE

**Novus Nutrition Brands, LLC, Establishes Labs  
for Research and Development at BRDG Park**

December 7, 2010 (St. Louis, MO USA) -- BioResearch and Development Growth Park (BRDG "bridge") announced that Novus Nutrition Brands, LLC, a subsidiary of Novus International, Inc., has established laboratory and office space for its Stratum Nutrition and Arenus divisions in Building 1 at the plant and life science research park at the Danforth Plant Science Center.

Stratum Nutrition focuses on human nutrition through branded specialty and functional ingredients for foods, beverages, and dietary supplements. Arenus produces multifunctional health products and supplements for horses and dogs that are part of the equine and companion animal communities.

According to Novus, the decision to locate labs for Stratum Nutrition and Arenus at BRDG Park helps create a synergy and symbiotic relationship with other scientists and tenants. "The presence of these labs within the BRDG Park allows us to strengthen our relationship with Danforth Plant Science Center and other companies that have a common interest in addressing world food challenges," said Ibrahim Abou-Nemeh, Director Research and Development, Product Discovery for Novus International.

"We are extremely pleased with Novus International's decision to locate the labs for its Stratum Nutrition and Arenus divisions at BRDG Park," said Sam Fiorello, President of BRDG Park. "These divisions are part of one of the leading companies in the world in providing solutions and technologies in the animal and human health and nutrition industry and they build added depth and breadth to the BRDG tenant mix as a key center of plant science innovation."

Novus will utilize its wet lab and office space at BRDG Park to conduct basic research and applications testing in food and dietary supplement for Stratum Nutrition, as well as expand the R&D activities in the area of pet foods and equine supplements for Arenus. Research will build the foundation of food applications and dietary supplements and expand the current Arenus product offering to include new technologies that address the pet food and care products and supplements.

Fiorello added that in addition to state-of-the-art wet labs and office space available for lease at BRDG Park, Novus will be able to take advantage of access to the intellectual capital of some of

the world's top scientists in plant and life science research, as well as technologically advanced growth facilities at the Danforth Plant Science Center.

### **About Stratum Nutrition**

Stratum Nutrition is improving the quality of life through food and supplement innovation. Stratum Nutrition, a Novus International Business, focuses on human nutrition through functional and specialty ingredients for manufacturers and marketers of foods, beverages and dietary supplements. Stratum leverages the Novus core competencies in nutritional research and innovation as well as the corporate commitment to protecting the environment by considering economic, environmental and social factors to ensure that its ingredients offer safe, efficient and sustainable health solutions. Stratum offers a portfolio of branded, value-added ingredients that are progressive, safe and reliable. These ingredients are based on consumer need, supported by science and the backing of a trusted multinational company. To learn more about Stratum Nutrition, please visit [www.StratumNutrition.com](http://www.StratumNutrition.com) or contact [Heather.Thompson@StratumNutrition.com](mailto:Heather.Thompson@StratumNutrition.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™. Arenus product families include ASSURE®, STEADFAST®, EQUILITE™, SORE NO-MORE® and equine DHA/Omega-3 supplements ALEIRA™ and RELEIRA™. To learn more about Arenus products, or find an Arenus event near you, call (866) 791-3344 or visit [www.arenus.com](http://www.arenus.com).

### **About BRDG Park at the Danforth Center**

BioResearch & Development Growth Park (BRDG Park, "bridge") at the Danforth Plant Science Center helps life sciences companies bridge research, resources and relationships to achieve commercial success. Building I, opened in June 2009, is a LEED Gold facility featuring world-class wet laboratories, office space and on-site workforce development and training. BRDG Park's location on the campus of Danforth Center facilitates access to the intellectual capital of top scientists, as well as to greenhouse, growth chambers, microscopy and proteomics facilities and other vital resources. BRDG Park, which will include three buildings and 450,000 sq. ft., is being developed by Wexford Science+Technology LLC, a privately held real estate developer and investment company specializing in major university facilities and science research parks in eight major markets.