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Podcast

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Audio

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Novus International, Inc. Wins National Award for Information Technology Innovation from American Feed Industry Association

ST. LOUIS, MO, May 17, 2011 – A customer inventory management system integrating satellite communications and remote monitoring technology has earned Novus International the first-ever Information Technology Innovation Award sponsored by the American Feed Industry Association (AFIA). Novus received the award during ceremonies at its global headquarters in St. Louis, and immediately donated the award's \$1,000 cash prize to the Global 4-H Knowledge Platform project.

In 2009-10, Novus upgraded its existing Automated Information Monitoring System (AIMS[®]) infrastructure by incorporating the latest satellite communications and remote monitoring technology throughout its bulk liquid product supply chain. The new platform is internet-based and provides precise, dependable and instantaneous inventory readings for any customer 24/7. It has been implemented at over 500 locations across North America, and is designed to be expanded globally in the future.

"Our AIMS[®] system has improved the reliability of our entire supply chain operation and upgraded the telemetry system to a sustainable technology platform," said Thad Simons, Chief Executive Officer of Novus International. "The resulting improvements in these areas have helped Novus attract new customers, retain existing customers and yield measurable improvements to our liquid feed business operations. This system also embodies our concept of Innovation Through Integrity –a key theme of our company's 20th anniversary celebration this year."

The Global 4-H Knowledge Platform is a program of the National 4-H Council designed to enhance sustainable food security in Africa. The Global 4-H Knowledge Platform links 4-H programs in the United States with others around the world to develop a global network that employs the 4-H model to create sustainable livelihoods and improve economic security for young people. Earlier this year, Novus partnered in the launch of this program.

"I want to thank Novus International for this gift in support of an emerging global 4-H initiative," said Donald T. Floyd, Jr., CEO, National 4-H Council. "Since 4-H began in the United States more than 100 years ago, the 4-H idea has taken root in over 70 countries in every corner of the world. With support of visionary partners like Novus International, we are now forming a network of partners that can help rural youth develop the skills, attitudes, and resources needed for healthy and productive lives. Novus International is one of 4-H's most valued partners in exploring how innovative technology and cutting edge research can transform agriculture and thus the lives of millions of rural young people around the world."

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About Novus International, Inc.

Novus International Inc., is headquartered in St. Charles, Mo., and serves customers in more than 90 countries around the world. An industry leader in animal nutrition and health, Novus's products include ALIMET[®] and MHA[®] feed supplements, ACTIVATE[®] nutritional feed acid, ACIDOMIX[®] preservative premix, CIBENZA[™] feed additive, MINTREX[®] and MAAC[®] chelated trace minerals, SANTOQUIN[®] feed preservative, MERA[™]MET aquaculture feed additive, AGRADO[®] feed ingredient and many other specialty ingredients. Arenus (www.arenus.com) is a division of Novus Nutrition Brands, LLC (a subsidiary of Novus International, Inc.), that focuses on developing health and dietary supplements for the equine and companion animal markets. Stratum[™] Nutrition, a division of Novus Nutrition Brands, LLC, focuses on human nutrition through specialty and functional ingredients for manufacturers of foods, beverages and dietary supplements (www.stratumnutrition.com).

About AFIA

AFIA, based in Arlington, Va., is the world's largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal feed industry and its suppliers. Founded in 1909, AFIA also is the recognized leader on international industry developments. Members include more than 500 domestic and international companies and state, regional and national associations. Member-companies are livestock feed and pet food manufacturers, integrators, pharmaceutical companies, ingredient suppliers, equipment manufacturers and companies which supply other products, services and supplies to feed manufacturers.

Novus is privately owned by Mitsui & Co. (U.S.A.), Inc. and Nippon Soda Co., Ltd. For more information, visit www.novusint.com.

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