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FOR IMMEDIATE RELEASE

MINTREX® Celebrates 10 Years in the Global Trace Minerals Market

Novus's Commitment to Quality and Scientific Excellence is the Key to its Success and Longevity

Saint Louis, Missouri (June 20, 2014) - Novus International is proud to observe the 10th year of its highly effective chelated trace mineral product, **MINTREX®**. Novus's leadership position in the trace minerals market has been propelled by nutritionists' and producers' trust in the MINTREX molecule for the past decade. The MINTREX molecule truly embodies Novus's commitment to delivering and supporting innovative products, through science, that support animal health and performance.

"Novus is rooted in scientific excellence and our confidence in the power of science led us to MINTREX," notes Chris Knight, Senior Vice President, Research & Product Development. "We knew that MINTREX was unlike any mineral product that had come before. Its unique combination of our methionine source, ALIMET® feed supplement, with an essential trace mineral in a two-to-one chelated molecule makes this Novus-borne mineral more resistant to antagonists in the diet. This allows it to be more efficiently absorbed once it's delivered to the small intestine, making it highly bioavailable to the animal."

MINTREX is the cornerstone of the Novus line of organic trace minerals. To meet the needs of each individual operation, MINTREX Zn, MINTREX Cu, MINTREX Mn, as well as premium blends are available around the world.

"For the past decade we have focused on delivering premium minerals solutions that address our customers' unique production challenges," stated Gavin Bowman, Mineral Product Manager. "MINTREX is the mark by which other products are measured when it comes to chelation. Providing quality mineral solutions to our customers is of the utmost importance. This starts with selecting high quality raw materials. We use a stringent screening process to select our suppliers as well as strictly examine every single batch of raw materials and the finished product to ensure there aren't any undesirable contaminants present. The result is a mineral product that consistently meets Novus quality standards."

The same quality commitment used to procure the best raw materials extends through the entire MINTREX production process. Strictly controlled processes, automated systems and Novus's state of the art production facility assure consistent production parameters for each batch manufactured. These systems are developed by qualified Novus chemists and audited by Novus quality assurance personnel to maintain a safe manufacturing environment operated to best in class quality standards.

"Sustainability is a priority for Novus and is always top-of-mind in everything we do," explains Bowman. "MINTREX is exceptional in its ability to optimize nutrition and enhance animal health and performance as well as its ability to positively impact the environment. MINTREX is absorbed and used by the animal to a much greater degree than other trace mineral supplements. This maintains production efficiency with lower mineral inclusions, resulting in fewer minerals excreted."

MINTREX is such a novel product that it received its own official ingredient definition by the Association of American Feed Control Officials (AAFCO). The product also received the Frost & Sullivan 2012 North American Animal Feed Ingredients Product Differentiation Excellence Award.

To learn more about MINTREX as well as Novus's other minerals solutions, visit the company's corporate web site at www.novusint.com/en-gb.



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About Novus International, Inc.

Novus International, Inc. is headquartered in metropolitan St. Louis, Missouri, U.S.A. and serves customers in nearly 100 countries around the world. A global leader in developing animal health and nutrition solutions, Novus's products include ALIMET® and MHA® feed supplements, ACTIVATE® nutritional feed acid, ACIDOMIX® preservative pre mixture, CIBENZA® feed additive, MINTREX® chelated trace mineral, SANTOQUIN® feed preservative, MERA™ Met aquaculture feed additive, AGRADO® feed antioxidant and many other specialty ingredients. 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). 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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