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NOVUS INTERNATIONAL, INC.'S 2010 SUSTAINABILITY REPORT AWARDED APPLICATION LEVEL B-CHECK BY GLOBAL REPORTING INITIATIVE

St. Louis, MO, August 3, 2011 – Novus International, Inc. announces publication of its 2010 Sustainability Report, which documents and measures the company's comprehensive social, environmental and economic sustainability program globally. Titled **Innovation With Integrity**, the Sustainability Report¹ follows the Global Reporting Initiative (GRI) framework, and has been awarded the Level B-Check rating by GRI.

The GRI is a comprehensive sustainability reporting framework used by more than 5,000 companies globally. The rating measures the extent, accountability and transparency of the information and key performance indicators reported by participating companies. GRI focuses on disclosure of environmental, social and governance performance.

"Reporting and accountability are key elements of our strategy for sustainable growth, so we are very pleased to achieve the GRI Level B-Check with our third annual sustainability report," said Thad Simons, President and CEO of Novus. "Significant progress is being made toward our Mission of sustainably meeting the growing global needs for nutrition and health."

Novus's sustainability program is focused on forging stronger links between performance, food safety, the environment and animal well-being – market drivers that are shared by urban and rural communities worldwide. In achieving GRI Level B-Check, Novus reports sustainability performance in the areas of social, economic, environmental, human rights and product responsibility.

"Accountable sustainability is a strong contributor of value to our customers in the 90+ countries of Novus's global footprint," Simons added. "We have moved from a Corporate Social Responsibility commitment to a deeper, integrated sustainability approach that is based on the triple bottom line principles of social, environmental and economic sustainability. I see this integrated approach to sustainability as the new 'business as usual.'"

"Novus is a trailblazer in demonstrating the business case for social, environmental and economic sustainability," said Joyce Cacho, Ph.D., Chief Sustainability Officer at Novus.

"By rising to the challenge of integrating these three pillars of sustainability, Novus is bringing greater awareness to internal stakeholders, customers and communities so that the combined impact is stronger than focusing on only one of the components."

Novus International, Inc., a private company, publicly reporting on its sustainability progress positions the company as a leader in the increasingly demanding arena of transparency in governance, while building bridges between business and communities, where partnership is pivotal.

1. The 2010 Sustainability Report, **Innovation with Integrity**, may be downloaded at: www.novusint.com/sustainability.

About Novus International, Inc.

Novus International, Inc. is headquartered in metropolitan St. Louis, Missouri, U.S.A. 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 premixture, ADVENT® coccidiosis control, MINTREX® 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). 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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