



Nordic Naturals® Named 2010 Manufacturer of the Year By Vitamin Retailer Magazine, Inc.

Watsonville, CA (July 14, 2010) Nordic Naturals, the industry leader in omega-3 fish oil, has received the coveted Manufacturer of the Year Award for 2010 from Vitamin Retailer Magazine (VRM), one of the leading trade publications in the natural products industry. The award is based on several considerations including product quality, innovation, industry leadership and retailer support.

According to Kate Quackenbush, Editor-in-Chief of VRM, “As a consistent Vity Award winner, and through conversations that we have had with numerous retailers across the country, it is clear that Nordic Naturals is a favorite.” Other reasons cited by the editors included: generous philanthropic partnerships with numerous organizations including Vitamin Angels, American Association of Naturopathic Physicians and National Alliance Autism Research; Stuart Tomc’s educational presentations at natural product expos and monthly webinars for retailers and consumers; continued commitment to high-quality, innovative products; and extraordinary environmental responsibility—from the new green headquarters that has earned a Gold rating in accordance with the LEED® Green Building Rating System, to sourcing 100% of fish in compliance with the Norwegian fisheries management system, which has been a model for the sustainable harvest of marine life for over 30 years.

“We thank Vitamin Retailer for this honor and for bringing attention to our mission which is to correct global omega-3 deficiency by providing the highest quality fish oils to everyone, everywhere,” states Joar Opheim, CEO of Nordic Naturals.

Vitamin Retailer also announced that Nordic Naturals was the recipient of two 2010 Vity Awards, an annual honor given to the industry’s best-selling products based on VRM’s nationwide survey of health food stores. Nordic Naturals Omega-3 was awarded “Best Essential Fatty Acid Supplement” in the Specialty and Herbal Supplement Category, and Pet Cod Liver Oil tied for “Best Pet Health Supplement” in the same category.

Nordic Naturals offers unique and innovative products that support general health as well as condition-specific formulas that can be enjoyed safely by children, adults, and animal companions. A complete catalog of products can be downloaded from the newly revised company site at www.nordicnaturals.com.

Since 1995, Nordic Naturals has been the industry leader in fish oil supplementation, setting standards of excellence in the areas of purity, freshness, taste, and sustainability. With a reputation for efficacy and potency, Nordic Naturals fish oils and EFA blends are regularly chosen by independent research institutions and universities with 13 published scientific studies already completed and more than 30 currently underway. Distributing to over 20 countries on 6 continents, Nordic Naturals offers over 150 products in a variety of flavors, concentrations, and delivery forms. Nordic Naturals continues to deliver on its promise of innovation and quality you can trust. For information, call 800.662.2544 or visit www.nordicnaturals.com.