



## **Nordic Naturals® Named Exporter of the Year by U.S. Export Promotion Magazine**

Watsonville, CA (February 15, 2010) Nordic Naturals received a 2010 Exporter of the Year award from ThinkGlobal Inc., publisher of *Commercial News USA*, the official export promotion magazine of the U.S. Commerce Department. Information about the Exporter of the Year awards is available online at [www.exporteroftheyear.com](http://www.exporteroftheyear.com).

“Since 1996, Nordic Naturals has been the industry leader in fish oil supplementation,” said Jean-Philippe Sidaner, Export Manager for Nordic Naturals. “The company has set the standard of excellence in the areas of purity, freshness, taste, and sustainability. In 2003, we began exporting to Canada and the UK. Today, we export to more than 25 countries on six continents.”

Criteria on which winners were selected included the total number of documented export transactions completed in 2008, the total percentage increase in sales in 2008 compared to 2007, exports as percentage of total sales, the company’s commitment to exporting, the company’s commitment to customer service, and the company’s innovation and originality in marketing products or services. To be eligible for the award, a company must currently be exporting from the United States.

“Our goal is to develop long-term relationships with passionate and motivated international partners and to carry out our mission of health and wellness,” said Sidaner. “Nordic Naturals is honored to have received the 2010 ThinkGlobal, Inc./*Commercial News USA* Exporter of the Year award.” To learn more about Nordic Naturals international distribution, see [http://www.nordicnaturals.com/en/16/International\\_Inquiries](http://www.nordicnaturals.com/en/16/International_Inquiries).

*Commercial News USA* is a catalog-style magazine that reaches more than a quarter million readers in 176 countries worldwide. Awards were given to one U.S. company in each of 11 industry categories. Nordic Naturals was named Exporter of the Year in the Health and Beauty category. All Exporter of the Year award winners will be profiled in the May-June 2010 issue of the magazine.

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 10 peer-reviewed, 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](http://www.nordicnaturals.com).