

PRESS RELEASE

PHARMAVITE AWARDED 2014 CATEGORY CAPTAINS BY PROGRESSIVE GROCER FOR TWELFTH CONSECUTIVE YEAR

Company Recognized For Leadership and Excellence in Vitamin and Supplement Category

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November 12, 2014 (Northridge, CA) – Progressive Grocer, a leading trade publication serving food retailers, has awarded Pharmavite LLC the premier 2014 Category Captains award in the vitamins/supplements category for the twelfth consecutive year. The Category Captains Awards recognizes companies for their category management prowess, innovation and leadership.

Pharmavite has been a leader in the wellness industry for more than forty years, and manufactures Nature Made[®], the #1 Pharmacist recommended brand in eight key vitamin and supplement segments.

“Pharmavite is honored to be recognized by Progressive Grocer’s Category Captains Award,” said David Newman, vice president of customer marketing at Pharmavite. “Category management is a key pillar of our customer value proposition and this award illustrates our commitment to providing customers with best-in-class shopper insights-based solutions.”

Pharmavite was recognized for differentiating Nature Made[®] products in the vitamin category, and effectively delivering leading category management tools and strong shopper insights to retail partners in order to drive category growth. This allows category management teams to collaboratively develop innovative strategies and consumer-based solutions that accomplish both the company’s and customers’ business objectives.

Full coverage of the category management winners is featured in the November issue of Progressive Grocer magazine and at progressivegrocer.com.

About Pharmavite LLC

For more than 40 years, Pharmavite LLC has earned and maintained the trust of healthcare professionals, consumers, and retailers by manufacturing high-quality vitamins, minerals and other dietary supplements, and all-natural foods under our Nature Made® and SOYJOY® brand names. Based in Northridge, California, Pharmavite LLC operates as a subsidiary of Otsuka Pharmaceutical Co., Ltd. For more information, please visit <http://www.pharmavite.com>.

Based on 2014 US News & World Report - Pharmacy Times Survey for Letter Vitamins, CoQ10, Omega-3/Fish Oil, Flax Seed Oil, Herbal Supplements, Diabetic Multivitamins, Garlic Supplements and Cholesterol Management - Natural.