

## PRESS RELEASE

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# NATURE MADE NAMED AS ONE OF READER'S DIGEST MOST TRUSTED BRANDS IN AMERICA

Nature Made Recognized As Trusted Brand in the  
Supplements and Vitamins Category For Second  
Consecutive Year

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September 20, 2016 (Northridge, CA) – Nature Made, a leading vitamin and supplement brand, is proud to announce that it has been awarded as the Trusted Brand in the Supplements and Vitamins category in the second annual Reader's Digest Trusted Brand<sup>®\*</sup> Survey for 2016.

More than 5,000 Americans nationwide participated in the annual online survey, which awards the Reader's Digest Trusted Brand<sup>®\*</sup> title to winners in 40 product categories, including Supplements and Vitamins. More information about the Trusted Brands Survey, including the full list of winners, will appear in the October issue of Reader's Digest, on newsstands September 20, and on [rd.com/trust](http://rd.com/trust).

"We are honored to have received the Reader's Digest Most Trusted Brand in the vitamins and supplements category for the second year in a row," said Etienne Patout, chief marketing officer at Pharmavite, makers of Nature Made. "For 45 years, Pharmavite has earned and maintained the trust of consumers by manufacturing high-quality vitamins, minerals and dietary supplements, under its Nature Made brand."

In today's world, trust is perhaps more important than ever, but also more elusive and fleeting. The survey found that trust continues to be a very important factor in consumer decision making, with 78 percent of this year's survey participants stating they would choose a brand that's been identified as more trustworthy than a different brand with equal quality and price.

In addition, the study reported 67 percent of U.S. adults surveyed pay more attention to

trusted brands, and another 67 percent say they pay more money to support trusted brands. Furthermore, half of respondents (50 percent) said the Reader's Digest Most Trusted Brands seal would increase their likelihood of trusting that product or service.

"Trust is an integral part of the Reader's Digest DNA and we wanted to continue to capture Americans' changing attitudes on brand trust, recognizing the most trusted brands in a variety of categories that matter to consumers," said Kirsten Marchioli, VP and Group Publisher for Reader's Digest. "We're thrilled to announce the winners of our second annual Trusted Brand survey, which consists of brands and companies that have earned the respect and trust of consumers nationwide."

### **About the survey**

These are findings from an Ipsos Connect study conducted for Reader's Digest from February 3 to February 11, 2016. For the survey, a sample of 5,017 U.S. adults was interviewed online. The precision of online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 1.6 percentage points. The data was weighted to U.S. Census data by age, gender, income and geography. Statistical margins of error are not applicable to online surveys. All sample surveys may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding.

Winning brands were determined by absolute vote and confirmed to be statistically significant from the other brand(s). In any category where the winning brand was not statistical significant at the 95% confidence level when compared to the next highest brand, a follow up question was asked to determine the brand with the most votes. Any brands that were classified by the respondent incorrectly were disqualified.

### **About Reader's Digest**

Reader's Digest, a Trusted Media Brands, Inc. brand, simplifies and enriches consumers' lives by discovering and expertly selecting the most interesting ideas, stories, experiences and products in health, home, family, food, finance and humor. Reader's Digest is available online at [RD.com](http://RD.com); in print; via digital download on iPad, mobile apps and tablets; and can be accessed via its social media channels: [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), [Pinterest](#) and [Google+](#).

Trusted Media Brands, Inc. comprises a network of engaged, active readers who genuinely connect with its blend of uplifting and enduring expertly-curated family, food, health, home improvement, finance and humor content digitally, via magazines and books, social media, and events and experiences. Founded in 1922 by DeWitt Wallace as Reader's Digest Association, one of the first user-generated content publishers, Trusted Media Brands, Inc. is headquartered in New York City. For more information, visit [TMBI.com](http://TMBI.com).

### **About Nature Made**

Nature Made® is the #1 selling national vitamin and supplement brand in traditional retail scanning outlets.\*\* Manufactured by Pharmavite, Nature Made has developed quality vitamins, minerals and supplements for 45 years. Nature Made adheres to strict manufacturing standards and was the first national supplement brand to have a product verified by United States Pharmacopeia (USP), and Nature Made is the national supplement

brand with the most products carrying the USP Verified Mark—verification that products meet stringent quality criteria for purity and potency. Visit [www.NatureMade.com](http://www.NatureMade.com) for the latest news and offerings.

\*\*Based in part on data reported by Nielsen through its Scantrack® service for the Total Vitamins category for the 52-week period ending 8/27/2016 in US xAOC and US Food Drug Mass channels. ©2016 The Nielsen Company.

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