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INTERNATIONAL VITAMIN CORPORATION ACQUIRES WEST COAST NUTRACEUTICAL SUPPLEMENT MANUFACTURING COMPANY

Freehold, NJ – June 19, 2014 – International Vitamin Corporation (IVC), Inc., announced that it has acquired Adam Nutrition Inc., a contract manufacturer of nutraceutical supplements. The purchase is intended to better serve the needs of IVC’s and Adam Nutrition’s current customers and provide a platform for future channel and product expansion.

The cash purchase significantly increases IVC’s existing manufacturing capacity for solid doses and adds a new capability for producing nutritional supplement and functional food powders in the United States. As a result, the combined company will be able to provide customers with much broader product offerings. The added Mira Loma, California facilities more than double IVC’s contract manufacturing capabilities and also boost IVC’s overall packaging capacity, an investment made to help supply record demand for IVC’s existing products at mass market retail.

IVC President & CEO Steven Dai commented, “I am very excited to bring Adam Nutrition into the IVC family. We look forward to helping Adam’s current customer base grow their businesses while leveraging the powder capabilities to expand into new markets”. He adds, “This transaction also fits with our strategy to offer U.S. made products to the global marketplace”. Rick Kashenberg, CEO of Adam Nutrition said about the transaction, “IVC has a great reputation in the industry for high quality and innovation and engaging in win-win transactions, which will benefit Adam’s customers and suppliers”.

IVC will now have complete manufacturing, packaging and distribution operations on the east and west coasts, designed to better serve existing mass market retail business and Adam’s more specialized contract business. Over the past several years IVC has significantly increased its New Jersey based capabilities and it has both immediate and long-term plans to invest in and improve Adam Nutrition’s capabilities.

About International Vitamin Corporation

For more than half a century, IVC has been producing some of the highest quality dietary supplements for leading food, drug, mass and club retailers in the U.S. – as well as nutritional, prescription and OTC products for contract customers throughout the world. IVC’s ability to deliver on innovation, quality and supply chain efficiency has enabled IVC to become one of the fastest growing companies in the nutritional market. To learn more information about IVC visit www.ivcinc.com

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