



Austin & Williams

For Immediate Release

Austin & Williams Named Creative Resource for NBTY Consumer Products Group

HAUPPAUGE, NY – December 14, 2015 – Long Island marketing agency Austin & Williams (A&W) today announced its selection as a creative partner to NBTY, Inc., a global manufacturer, marketer, distributor and retailer of industry-leading vitamins, supplements and sports and active nutrition products.

NBTY selected the full-service marketing, advertising, branding and digital agency to serve as an extension of the in-house creative services team dedicated to supporting many of its leading brands throughout the U.S. and Canada, including Nature's Bounty®, Sundown Naturals®, Osteo Bi-Flex®, MET-Rx®, Pure Protein®, Balance Bar® Ester-C® and others.

"It is critical that we properly communicate the value of our brands to consumers and customers in a creatively differentiated way," said André Branch, chief marketing officer of NBTY. "Austin & Williams is a well-respected regional marketing firm that brings both creative capabilities and strategic thinking to meet our resource needs."

The agency is working on a variety of projects, including brand and execution management, strategy and creative conceptualization, and design, copywriting and print production.

"Naturally, everyone here at A&W is thrilled to be working with such a highly respected and globally recognized wellness company as NBTY," says Rick Chiorando, agency principal and chief creative officer. "We've followed NBTY's business success closely for years and believe they're the perfect addition to our evolving healthcare industry practice."

Named one of the fastest-growing agencies nationwide by *Agency Post*, A&W recently added several team members with significant experience in the vitamin, mineral, health, and supplement as well as the consumer package goods categories.

About Austin & Williams

Austin & Williams is an outcomes-driven marketing agency headquartered in Hauppauge, Long Island, New York. Specializing in the healthcare, higher education and financial services industries, the agency provides a full range of branding, advertising and digital marketing services to help clients achieve their desired outcome. For more information, visit www.austin-williams.com.

About NBTY, Inc.

NBTY has enriched the lives of consumers around the world by introducing innovative products and solutions to the health and wellness marketplace for more than 40 years. Its ongoing mission to deliver the highest quality nutritional supplements and wellness products has resulted in an extensive portfolio of well-known and trusted brands, including Nature's Bounty®, Sundown Naturals®, Osteo Bi-Flex®, Solgar®, Balance Bar®, MET-Rx®, Pure Protein®, Body Fortress®, Puritan's Pride®, Vitamin World®, Holland & Barrett® and many others. As a leading global manufacturer, marketer, distributor and retailer of market-leading vitamins, nutritional



supplements and sports and active nutrition products, NBTY is committed to supporting wellness by creating products consumers want and making them easily available anywhere they shop. Learn more about NBTY's wellness vision and industry-leading products at nbt.com.

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