

News Release
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Nordic Naturals® Inspires Support for Paws for Veterans ***'Buy One Bottle. Help Two Heroes.'* Initiative Kicks Off October 1**

Watsonville, CA (October 1, 2014) Nordic Naturals is kicking off a fall initiative to benefit a very special cause. The campaign—"Buy One Bottle. Help Two Heroes."—will raise awareness and support for Paws for Veterans, a nonprofit organization that helps rebuild the lives of combat-wounded veterans, while also rescuing shelter dogs that would otherwise face euthanasia. From October through December 2014, purchases of featured products will support monthly donations of Nordic Naturals omega-3s to veterans and their adopted service dogs, as well as a donation of funds toward a new training facility, for a total contribution of up to \$30,000. Nordic Naturals has produced a short video that tells the story of Paws for Veterans and the people whose lives have been changed as a result of their transformative work. The video can be viewed online at <https://www.nordicnaturals.com/pawsforveterans>.

Qualifying products include all bottle sizes of Baby's DHA, Children's DHA™, Nordic Berries™, Omega-3, Complete Omega™, Ultimate Omega®, Pet Cod Liver Oil, and Omega-3 Pet™.

"Veterans frequently return from active duty with neurological and physical disabilities that make daily life incredibly challenging," said Joar Opheim, Founder and CEO of Nordic Naturals. "Medical service dogs offer amazing support that really changes the lives of these men and women."

Crystal Ayala, CEO and Lead Trainer for Paws for Veterans, describes their work as "life saving," noting that 22 veteran suicides are reported every day, and 1.2 million dogs are euthanized annually. Paws for Veterans rescues shelter dogs facing euthanasia. According to Ayala, "Each dog is rehabilitated, trained, and given a home with a veteran who needs and loves them. Veterans help train their adopted dog to perform tasks related to their specific disability. These can include waking them from nightmares, reminding them to take medications, finding lost objects, and physically interrupting panic attacks."

"We hope this unique promotion will raise awareness about this issue and this organization," adds Opheim. "We have been supporting the work of Paws for Veterans for more than a year, and we're excited to give our customers an opportunity to give back as well."

About Paws for Veterans: Paws for Veterans is a nonprofit organization headquartered in Florida that provides combat-wounded U.S. veterans with the support of specially trained service dogs, while simultaneously saving the lives of dogs that would otherwise face euthanasia. To learn more, see www.pawsforveterans.com.

About Nordic Naturals: Based in Watsonville, CA, Nordic Naturals is committed to delivering the world's safest, most effective omega oils to help further its mission of correcting the global omega-3 deficiency. Distributing to more than 35 countries, Nordic Naturals offers over 200 products in a variety of flavors and formulations for adults, kids, athletes, and pets. As the number one fish oil in the United States, Nordic Naturals has revolutionized omega-3s, pioneering a new definition of fish oil quality as it relates to purity, freshness, taste, and dosage. Further information is available at www.nordicnaturals.com.

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