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November 9, 2011

Howard Schiffer
Vitamin Angels
P.O. Box 4490
Santa Barbara, CA 93140

Dear Howard Schiffer:

On behalf of Charity Navigator, I wish to congratulate Vitamin Angels on achieving our coveted 4-star rating for sound fiscal management and commitment to accountability and transparency.

As the nonprofit sector continues to grow at an unprecedented pace, savvy donors are demanding more accountability, transparency and quantifiable results from the charities they choose to support with their hard-earned dollars. In this competitive philanthropic marketplace, Charity Navigator, America's premier charity evaluator, highlights the fine work of efficient, ethical and open charities. Our goal in all of this is to provide donors with essential information needed to give them greater confidence in the charitable choices they make.

Based on the most recent information available and using our new, two dimensional rating system (CN 2.0) we have issued a new rating for your organization. We are proud to announce Vitamin Angels has earned our fourth consecutive 4-star rating. Receiving four out of a possible four stars indicates that your organization adheres to good governance and other best practices that minimize the chance of unethical activities and consistently executes its mission in a fiscally responsible way. Only 6% of the charities we rate have received at least 4 consecutive 4-star evaluations, indicating that Vitamin Angels outperforms most other charities in America. This "exceptional" designation from Charity Navigator differentiates Vitamin Angels from its peers and demonstrates to the public it is worthy of their trust.

Forbes, *Business Week*, and *Kiplinger's Financial Magazine*, among others, have profiled and celebrated our unique method of applying data-driven analysis to the charitable sector. We evaluate ten times more charities than our nearest competitor and currently attract more visitors to our website than all other charity rating groups combined, thus making us the leading charity evaluator in America. Our data shows that users of our site gave more than they planned to before viewing our findings, and in fact, it is estimated that last year Charity Navigator influenced approximately \$10 billion in charitable gifts.

We believe our service will enhance your organization's fundraising and public relations efforts. Our favorable review of Vitamin Angels' fiscal health and commitment to accountability & transparency will be visible on our website as of November 1st.

We wish you continued success in your charitable endeavors.

Sincerely,

Ken Berger
President & Chief Executive Officer