



Vitamin Angels Press Release, December, 2006

VITAMIN ANGELS' JOINS VITAMIN RELIEF'S MISSISSIPPI DELTA NUTRITION PROJECT

School year off to a strong start!



SANTA BARBARA, Calif., December 2006

Vitamin Angels joined Vitamin Relief USA's Mississippi Delta Nutrition program by providing a 'super food' nutrition drink to the Ruleville Elementary School district. Univera Life Sciences contributed \$1.2 million in their 'Essentials' product to help launch this effort.

"This was an incredible opportunity to support Vitamin Relief USA's work" said Howard B. Schiffer, founder and President, **Vitamin Angels**. "They've been in the Delta for three years achieving wonderful results by distributing multiple vitamins provided by Tishcon and NAI among others. The Univera 'Essentials' product was a chance to further enhance the nutritional program by providing a super food meal replacement with essential fatty acids, fiber and protein", continued Schiffer.

"This contribution is just part of our effort to address malnutrition in children – the world's most vulnerable population. It is part of our commitment to making this world a healthier place." said Derek Hall, Vice-Chairman and CEO of ECONET, the parent company of Univera LifeSciences and their non-profit charity, Univera Serve First.

Michael Morton, Executive Director of Vitamin Relief USA noted; 'The Delta Nutrition program is big hug' for the kids of Mississippi from the supplement industry. Parents recently reported that the daily multi-vitamins have continued to create improvements such as increased energy, better grades, less illness and improved behavior for the kids. Some parents have also reported that the addition of the vitamin drink has further increased these improvements. Much more help is needed for these severely malnourished children. Howard and I invite all product manufacturers to join us in this important initiative and make a lasting difference in the lives of these children."

Vitamin Angels is a non-profit, non-sectarian organization dedicated to providing basic nutrition and fighting vitamin A deficiency childhood blindness around the world since 1994. Last year, Vitamin Angels donated more than 100 million supplements to people in need in 40 countries around the world. Their Operation 20/20 program starting in 2007 will reach 4.25 million children in 24 countries. For more information or to make a donation to Vitamin Angels visit www.VitaminAngels.org.

Vitamin Relief USA, a “four-star rated” non-profit by Charity Navigator, provides daily vitamins to nearly 28,000 at-risk children at over 300 sites in 31 states. It also provides daily multi-vitamins to over 3,300 low-income seniors and calcium to 14,000 seniors across the U.S. Vitamin Relief USA is a tax-exempt, non-profit committed to improving the health status of children, seniors and adults through vitamin supplementation. To support Vitamin Relief USA or for further information, please call 805-715-2693 or log onto www.vitaminrelief.org.

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