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**FOR IMMEDIATE RELEASE**

## **Natural Vitality Joins the Wellnext Family of Nutritional Supplement Brands**

*Leading Natural Supplement Brand Cites Manufacturing, Innovation Platform and Corporate Social Responsibility Leadership as Key to Joining Wellnext*

Sunrise, Florida, March 8, 2016 – Wellnext, LLC announced today that it has entered into a binding agreement with Natural Dynamics, LLC to acquire all assets including the leading brands Natural Calm® and Organic Life Vitamins®, as well as the educational site Organic Connections®. They will join the rest of the Wellnext™ family of brands fully owned by WM Partners, LP.

Natural Vitality® complements the breadth of nutritional supplement products Wellnext™ currently offers in retail channels through brands including Rainbow Light®, Champion Nutrition®, Sedona Labs®, and Iceland Health®. This new integration into the brand family will allow Natural Vitality to leverage the Wellnext innovation team, operational capabilities and sales and marketing expertise to better serve customers through improved product breadth, education and innovation.

Natural Vitality brings a stellar team with strong marketing and sales backgrounds that will continue leading the efforts behind the brands from their Austin, Texas facility. Wellnext will provide support to further expand consumer access to Natural Vitality brands through broader reach domestically and internationally, enhanced product innovation and operational leadership.

“We are thrilled to join WM Partners and Wellnext. Together we’ll be able to reach more customers with a broader suite of products, thanks to improved innovation and manufacturing capabilities,” said Justin Farmer, CEO of Natural Dynamics, LLC and future president of the Natural Vitality brands. “We look forward to leading the team at the same high pace while accelerating time to market on new product innovations.”

“Our community will greatly benefit from this partnership,” said Ken Whitman, president of Natural Dynamics, LLC and future chief creative officer for Natural Vitality. “WM Partners together with Wellnext combine business expertise with the human touch that we needed in a partner to take our mission through the next stage.”

“We are thrilled to have such strong brands and a talented team join the Wellnext brand family,” said Alejandro Weinstein, General Partner of WM Partners. “We’ll continue to assemble the very best team and brands in the industry to provide consumers with the highest quality nutritional supplements for every life stage.”

“The addition of Natural Vitality to the family is a big step for us and we have no doubt Natural Vitality will benefit as much as Wellnext from working together,” said Jose Minski, CEO of Wellnext and General Partner of WM Partners. “Justin and Ken have done a terrific job of developing an outstanding product portfolio and an active member community and we look forward to supporting them in their next growth phase.”



This is the second acquisition for Wellnext, LLC in 2016 within the nutritional supplements and natural beauty care markets, demonstrating its commitment to expand the reach of the very best natural supplement products for better living across all life stages.

Capital Value Advisors, LLC, a boutique investment bank out of Denver, Colorado, was the exclusive advisor to Natural Dynamics, LLC.

### **About Wellnext**

Wellnext LLC family of brands delivers research-backed nutritional supplements for every consumer life stage. Anchor brands within the Wellnext portfolio include **Nature's Products, Inc.**, (NPI) a GMP certified manufacturer with 30 years of leadership in supplement manufacturing, **Rainbow Light®** a premier natural channel brand and creator of the food-based supplement category, **Champion Nutrition®**, a leader in the sports nutrition category and **Blessed Herbs®**, a founding innovator in cleansing and detoxification. Other hallmark brands include **Iceland Health®**, **Nutri-Health Supplements®**, **Sedona Labs®**, **Sedona Pro®**, **Vitamin Research Products®**, **True Health™**, **Health Resources™**, **Vital Style®**, **Stop Aging Now®** and **Natural Vitality®**. Guided by three generations of family heritage, Wellnext is committed to the highest standards of corporate social responsibility including product quality and purity testing, sustainability practices and corporate giving programs, to help foster a vibrant state of health in families everywhere.

### **About WM Partners, LP**

WM Partners is a middle-market private equity firm specialized in buyout investments in the health and wellness sectors. WM Partners seeks to acquire small and medium size businesses with attractive growth prospects and generate sustainable, long-term value through its operational expertise in the health and wellness sectors, and strategic business approach working in collaboration with experienced management teams. WM Partners is based in Ft. Lauderdale, FL.

### **About Natural Vitality (Natural Dynamics, LLC)**

Natural Vitality was founded in 1982 by Peter Gillham, developer of Natural Calm. Today, Natural Vitality is an Austin-based international purpose-driven company committed to healthier and happier living. Owned and operated by partners Ken and Susan Whitman, and Justin Farmer, Natural Vitality has developed a line of best-selling, research-based supplements formulated to produce a noticeable result. Natural Vitality believes that real, lasting health requires the creation of a sustainable environment and a locally-based food system, and sources organic, plant-based ingredients for its dietary supplements whenever possible. All fruits and vegetables used in Natural Vitality formulas are organic as are the fruit flavorings and stevia. This not only assures consumers of no pesticide residues and no GMO ingredients, but also provides financial support to organic farming.