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FOR IMMEDIATE RELEASE

Wellnext Expands Curated Nutritional Supplement Portfolio with Acquisition of Stop Aging Now®

Wellnext Ramps Strategic Growth to Meet Essential Health Needs for Every Life Stage

Sunrise, Florida, February 10, 2016 — WELLNEXT LLC, a leader in delivering research-backed, nutritional supplements for every life stage and lifestyle, announced today that it has acquired STOP AGING NOW®, a leading innovator within the direct-to-consumer nutraceuticals market. In addition to a full line of wellness formulas, Stop Aging Now® brings an advanced customer engagement platform that shapes and enhances the consumer's journey from prospect to loyalist. Stop Aging Now's superior data intelligence, analytics, and predictive modeling create a differentiated customer experience that is exemplary in the high-growth direct-to-consumer market.

In addition to state-of-the-art lab, testing and manufacturing facilities, by joining the Wellnext family of brands, Stop Aging Now® gains access to a vast network of suppliers, formulation expertise, and resources ranging from procurement to fulfillment.

Stop Aging Now complements Wellnext's other recent acquisitions in the direct-to-consumer market, including **Vitamin Research Products®**, **True Health™** and **Health Resources®™** in 2015, and **Nutri-Health Supplements®** in 2014.

"Today's health products consumer is extraordinarily educated and makes decisions based on patterns of information coming from multiple channels and networks," said Jose Minski, CEO of Wellnext. "To provide our customers with the very best products and proactive education, we'll continue to invest heavily in building our data intelligence and modeling across all classes of trade, including the high-growth direct-to-consumer space."

"Our combined businesses now have unparalleled capabilities to innovate and provide our customers the best formulas, education, and shopping experience," said Ojesh Bhalla, chief commercial officer (CCO) for Wellnext. "Stop Aging Now® enables us to improve our service through digital channels while offering hundreds of the very best products to our customers."

"Wellnext's commitment to leadership in customer service, consumer education and corporate social responsibility is ideally aligned with our mission and culture," said Josh Corn, CEO for Stop Aging Now® and the new president of the direct-to-consumer division for Wellnext. "We look forward to continuous growth and the expansion of our leadership position in the direct-to-consumer segment." Imperial Capital played an instrumental advisory role as part of Stop Aging Now's due diligence research.

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Wellnext's direct-to-consumer team now combines some of the very best talent in the industry across the catalog and digital marketing space. With over a century of cumulative experience in direct-to-consumer marketing, Wellnext serves hundreds of thousands of active customers worldwide with over 400 unique supplements, personal care, and pet health products.

Through both organic growth and strategic acquisition, Wellnext continues to aggressively strengthen its capabilities and expand its branded product portfolio across multiple classes of trade within the nutritional supplements & personal care market—particularly in the high growth digital space.

About WELLNEXT LLC

WELLNEXT LLC., family of brands delivers research-backed nutritional supplements for every consumer life stage and lifestyle. 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**™, **VitalStyle**® and **Stop Aging Now**®. 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 Stop Aging Now

For over 20 years, Stop Aging Now has built a loyal following of extremely satisfied customers, helping hundreds of thousands to live longer and healthier lives. In addition to providing the highest quality dietary supplements, Stop Aging Now seeks to inspire more people to embrace a natural approach to complete family wellness. Stop Aging Now's customers come back again and again, not only because of their exemplary products, but also because of the emphasis on providing amazing customer service. Stop Aging Now has product and nutrition experts on staff to provide unparalleled guidance and support.

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