



International Division

NOW International Honored with Presidential Export Award *Exports are a Critical Engine of Growth for the U.S. Economy*

Washington – Today Commerce Secretary Carlos M. Gutierrez joined President Bush at the White House to present NOW International of Bloomingdale, IL with the Presidential ‘E’ Award for excellence in exporting.

“NOW International is helping to keep America competitive in the global marketplace. I commend them for contributing to last year’s record in goods and services. Thanks to NOW International and the thousands of others that compete in the global market, U.S. exports last year rose 12.6 percent over the previous year to more than \$1.6 trillion making an important contribution to U.S. economic growth,” said Gutierrez.

The ‘E’ Award is the highest honor the federal government can give to American people, firms or organizations that have made significant contributions to the increase of American exports. The Presidential E-Award was created by President John F. Kennedy, by executive order in 1961.

“The rapid growth of our international division has been significantly assisted by the Department of Commerce’s programs to increase US exports”, said NOW Health Group President Al Powers. “We thank God for His blessings. Our entire team at NOW including our production and operations employees, quality control and science experts, customer service and support staff, and especially our international sales division are very proud to receive this prestigious award. Their efforts are helping to achieve NOW’s vision of becoming the leading global brand of natural foods and nutritional supplements. We are very pleased to be able to demonstrate the capability to accelerate our growth, expand our manufacturing capabilities, create new jobs, and export NOW products around the world.”

NOW International, the export arm of NOW Foods, currently sells its nutritional products to over 65 countries on six continents. NOW Health Group, Inc. is a leader in the U.S. natural products industry, and it is NOW International’s goal to take this leadership position to a global level. NOW International’s multi-lingual team of professionals assists their distributors in tailoring the NOW® brand message to local markets. The company offers its products in over 15 languages, and has translated its product literature, such as its Quality Catalog, to provide a local voice to a global brand name. NOW believes that this high level of commitment to global brand-building is an important factor in growing its sales an average of 23.5%% over the past 4 years.

Background:

With offices across the United States and in more than 75 countries, the U.S. Commercial Service of the U.S. Department of Commerce’s International Trade Administration uses its global network and international resources to connect U.S. companies with international buyers worldwide. For more information on the U.S. Commercial Service, please *visit* www.export.gov.