



NOW[®] *is the* **#1 Selling Brand***

The NOW brand continues to enjoy growing popularity among both consumers and retailers, as evidenced by a multitude of recent awards. In August 2008, Vitamin Retailer Magazine announced NOW Foods as their choice for their most prestigious award, Manufacturer of the Year. Just prior to receiving this distinguished honor, NOW won an unprecedented 18 First Place 2008 Vity Awards. This marks the most Vity Awards NOW has won in a single year. In April, NOW was named "Best Complete Line" by Whole Foods Magazine in their annual Natural Choice Awards, and was a Corporate Champion in the most recent edition of The Better World Shopping Guide (a book that rates companies based on their social and environmental activities) by Ellis Jones.

While each of these awards is meaningful, NOW was also excited to learn that their products were ranked as the #1 best-sellers in six categories, followed closely by seven additional categories where NOW ranked either 2nd or 3rd by SPINS. SPINS is the leading provider of quantifiable information on Natural Product Industry sales across retail channels, and on the consumer and market dynamics. Their data is considered to be the most accurate available, thus allowing those within the industry to understand and analyze consumer, retail and broad marketplace dynamics.

NOW is the #1 brand in these categories:

- Glucosamine & Chondroitin
- Miscellaneous Supplements (Red Yeast Rice, Alpha Lipoic Acid, MSM, Celadrin)
- Sports Nutrition (Ribose, ZMA, Creatine, Protein, Milk Protein)
- Amino Acids
- Cartilage Products
- 5-HTP

NOW is the #2 brand in these categories:

- Stevia
- Vitamin E
- CoQ10
- Polyphenols
- Essential Oils

NOW ranks 3rd among these two very competitive categories:

- Vitamin C
- Diet Formulas



* SPINscan Natural Channel, 52 weeks ending 5.17.08. NOW is the top selling brand in the following categories: Glucosamine & Chondroitin, Miscellaneous Supplements (Red Yeast Rice, Alpha Lipoic Acid, MSM, Celadrin), Sports Nutrition (Ribose, ZMA, Creatine, Protein, Milk Protein), Amino Acids, Cartilage Products, 5-HTP