



PRESS RELEASE

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SOURCE NATURALS® WELLNESS FORMULA® AND MELATONIN HONORED WITH FIRST-PLACE VITY AWARDS

Health Food Retailers Vote Source Naturals Number One in Immune Combo and Sleep Remedy Categories

SCOTTS VALLEY, Calif., June 6, 2011 -- Source Naturals®, a leader in advanced, science-based nutritional supplements, today announced that two of its premier products were honored with first-place Vity Awards. Wellness Formula® was voted America's number one immune combo formula. Melatonin ranked first in the natural sleep remedy category. The prestigious Vity Awards are presented annually by *Vitamin Retailer* magazine, one of the leading trade publications in the natural products industry. Results from the nationwide poll are based on exceptional sales, popularity, and customer satisfaction.

This is the eighth time Source Naturals has won a Vity Award for Wellness Formula, and the third time for Melatonin.

Melatonin helps to normalize sleep patterns, and is a favorite of travelers. Source Naturals was one of the first companies to offer Melatonin to the natural products channel over 16 years ago. Today, the market for melatonin is experiencing double-digit growth.

Source Naturals also broke new ground with Wellness Formula, now the industry's most popular immune support brand. An advanced vitamin, mineral, and herbal formulation, Wellness Formula delivers superior immune defense by supporting interrelated respiratory, stress, immune and antioxidant defense systems critical to seasonal wellness.

“We are delighted to have our brands recognized as the gold standards in the immune combo and natural sleep remedy categories,” says Karen Powell, director of marketing at Source Naturals. “We also want to express our appreciation to our retailer partners whose support and dedication has enabled consumers to experience the difference better nutrition can make in their lives.”*

Availability

Melatonin and Wellness Formula are available at natural product stores nationwide. Melatonin is available in vegetarian capsules, as well as tablets, sublinguals, liquid sublinguals, timed-release tablets, and NutraSpray™, in addition to several comprehensive, melatonin-inclusive formulas. Source Naturals® offers an entire Wellness Family line of natural defense system products. For more information, or to find a store location, please visit: <http://www.sourcenaturals.com>.

About Source Naturals

Source Naturals is committed to enhancing individual potential to enjoy optimal health and well-being by providing superior quality dietary supplements and nutritional education. For more information please visit: <http://www.sourcenaturals.com>.

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*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.