



Media Contact:
Amy Goldsmith
(310) 440-0646
agoldsmith@gkcommunications.net

FOR IMMEDIATE RELEASE

PRAIM GROUP NAMED TO BROKER MET-Rx and PURE PROTEIN PRODUCTS

SALEM, MA - - August 1ST, 2011 - - PRAIM Group (www.PraimGroup.com), a food licensing, marketing and distribution company, today announced it was retained by USNutrition (www.MetRx.com + www.PureProtein.net), the leading manufacturer and marketer of nutritional supplements in the United States, to act as sales representatives for its MET-Rx and Pure Protein brands. PRAIM Group will assist the USNutrition team in helping to expand its products into alternative sales channels.

“We are honored to work with such prestigious brands and we’re confident our expertise with alternative channels will help MET-Rx and Pure Protein increase its sales,” said Paul Pruett, CEO of Praim Group. “The majority of our sales team has a background in the nutritional product industry, so it’s a perfect fit for our skill set.”

Pruett, who is the former chief operating officer of ZonePerfect Nutritional Company opened PRAIM Group after ZonePerfect was sold to Abbott Labs.

“PRAIM Group’s proven track record with sales and its background with nutritional products makes this a great adjunct to our sales efforts,” says Chase Leinberger, USNutrition’s Vice-President, Specialty Markets.

With offices on both coasts, PRAIM Group continues to expand its portfolio of food brands. As a pioneer in alternative channels PRAIM Group is fast becoming the natural choice for brands seeking greater distribution and increased consumer awareness.

About PRAIM Group

PRAIM Group, is a one stop resource solution for pioneering food and confections related consumer brands. With primary offices in Boston and Los Angeles, PRAIM Group lends its expertise to its brand partners in the

critical disciplines of Sales, Marketing, Logistics, Merchandising, Graphic Design, Accounting & Finance, and Public Relations. Brands include Anne Taintor, Aunt Ida's, Bloomsberry & Co., Bosco, Bubble Chocolate, Knock Knock and PRAIM Confections. PRAIM Group provides a holistic approach to its clients with the unyielding overall objective of building long term brand equity. For more information, please visit www.PraimGroup.com

ABOUT NBTY

NBTY, Inc. (www.NBTY.com) is the leading vertically integrated manufacturer, marketer, distributor and retailer of high-quality vitamins, nutritional supplements and related products in the United States, with operations worldwide. Under a number of NBTY and third party brands, the Company offers over 25,000 products, including products marketed by the Company's Nature's Bounty® (<http://www.naturesbounty.com>), Vitamin World® (<http://www.vitaminworld.com>), Puritan's Pride® (<http://www.puritan.com>), Holland & Barrett® (<http://www.hollandandbarrett.com>), Rexall® (<http://www.rexall.com>), Sundown® (<http://www.sundownnaturals.com>), MET-Rx® (<http://www.metrx.com>), Worldwide Sport Nutrition® (<http://www.sportnutrition.com>), American Health® (<http://www.americanhealthus.com>), GNC (UK)® (<http://www.gnc.co.uk>), DeTuinen® (<http://www.detuinen.nl>), LeNaturiste™ (<http://www.lenaturiste.com>), SISU® (<http://www.sisu.com>), Solgar® (<http://www.solgar.com>), Good 'n' Natural® (<http://www.goodnnatural.com>), Home Health™ (<http://www.homehealthus.com>), Julian Graves, Ester-C® (<http://www.ester-c.com>) and Natural Wealth (<http://www.naturalwealth.com>) brands. NBTY routinely posts information that may be important to investors on its website.

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