



**News Release**  
**For Immediate Release**

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**Vitamin Relief USA Ranked As One of the Top Non-Profits  
by America's Leading Non-Profit Evaluator, Charity Navigator - 2 Years in a Row!**

*Vitamin Relief Again Receives The Highest Rating for Exceptional Fiscal Management*

(Ojai, CA) - "We are proud to announce that Vitamin Relief USA has earned our second consecutive 4-star rating for its ability to efficiently manage and grow its finances. Only 14% of the charities we've rated have received at least 2 consecutive 4-star evaluations, indicating that Vitamin Relief USA out performs most charities in America in its efforts to operate in the most fiscally responsible way possible. This 'exceptional' designation from Charity Navigator differentiates Vitamin Relief USA from its peers and demonstrates to the public it is worthy of their trust," states Trent Stamp, president of Charity Navigator.

Vitamin Relief USA currently provides daily multivitamins to more than 26,000 needy children at more than 300 sites in 33 states across the United States. Vitamin Relief USA earned its honorable distinction again after Charity Navigator's staff thoroughly studied Vitamin Relief USA's expenses, organizational efficiency, revenue, and leadership salary.

"As the nonprofit sector continues to grow at an unprecedented pace, savvy donors are demanding more accountability, transparency and quantifiable results from charities they choose to support with their hard-earned dollars. In this competitive philanthropic marketplace, Charity Navigator highlights the fine work of efficient charities such as Vitamin Relief USA, and provides donors with essential information needed to give them greater confidence in the charitable choices they make," says Stamp.

"Our high standing with Charity Navigator," says Michael Morton, Executive Director of Vitamin Relief USA, "reflects Vitamin Relief USA's commitment to healthy fiscal management and low cost programs that effect lasting and beneficial improvements for those in need. We are extremely proud that last year over 93% of all contributions went directly to our programs and those we serve."

Vitamin Relief USA invites the public to view Charity Navigator's analysis of its fiscal profile at:

[www.charitynavigator.org](http://www.charitynavigator.org) or at Vitamin Relief USA's website [www.vitaminrelief.org](http://www.vitaminrelief.org)

Charity Navigator is the nation's largest and most-utilized evaluator of charities, using an unbiased, objective, numbers-based rating system to assess the financial health of over 5,000 of America's best-known charities.

Last year alone, more than four million donors visited Charity Navigator's site. TIME Magazine called it "One of America's 50 Coolest Websites for 2006." Additionally, the site is a two-time Forbes award winner for "Best of the Web," was selected by Reader's Digest as one of the "100 Best Things about America," and was chosen by PC World as "One of America's Top Websites." Charity Navigator was singled out in 2006 by Kiplinger's Financial Magazine as "One of the Best Services to Make Life Easier" and Esquire Magazine recently told its readers that using Charity Navigator's service was one of "41 Ways to Save the World." In 2006, Charity Navigator visitors gave over \$3 billion in charitable gifts.

Thanks to generous donations from Tishcon Corp, Natural Alternatives International, Healthy Directions, Wyeth Consumer Healthcare, SoLo GI Nutrition, NOW Foods and other natural products manufacturers, Vitamin Relief USA programs provide bottles of freshly manufactured children's multivitamins and other nutritional products to families with children at-risk for malnutrition.

Multivitamins are an effective product to quickly and safely increase children's essential nutrient intake. The children's bodies make quick use of the vitamins and minerals developing not only a higher level of health but also dramatically improving their quality of life. Parents and teachers of thousands of children receiving Vitamin Relief USA's daily multivitamins have reported remarkable improvements in the children's energy, concentration, behavior, grades, self-esteem and a reduction in illness, depression and aggression.

Recently, Vitamin Relief USA has expanded under the umbrella of Nourish America, to provide not only multivitamins, but also natural, functional and organic food products and health education to those in need in America.

Nourish America is a dba of Vitamin Relief USA, a tax-exempt, non-profit organization committed to improving the health status of children, seniors and adults at risk for malnutrition through vitamin supplementation, health education, and donations of nutritional foods. To support Nourish America - Vitamin Relief USA, or for further information, please call 866-487-1484 or visit the website at [www.vitaminrelief.org](http://www.vitaminrelief.org).

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