



January 7, 2013

Vitacost to Present at the 15th Annual ICR XChange Conference

BOCA RATON, Fla., Jan. 7, 2013 (GLOBE NEWSWIRE) -- Vitacost.com, Inc. (Nasdaq:VITC), a leading online retailer of health and wellness products, today announced that Brian Helman, Chief Financial Officer, will present at the 15th Annual ICR XChange Conference on January 17, 2013 at the Fontainebleau Hotel in Miami, FL.

Vitacost.com's investor presentation is scheduled for Thursday, January 17, 2013 at 1:35 p.m. EST. The audio portion of the presentation will be webcast live, and a replay will be available until Thursday, January 31, 2013 on the Investor Relations section of the Company's website at <http://investor.vitacost.com>.

About Vitacost.com, Inc.

Vitacost.com, Inc. (Nasdaq:VITC) is a leading online retailer of health and wellness products, including dietary supplements such as vitamins, minerals, herbs and other botanicals, amino acids and metabolites, as well as cosmetics, organic body and personal care products, pet products, sports nutrition and health foods. Vitacost.com, Inc. sells these products directly to consumers through its website, <http://www.vitacost.com>. Vitacost.com, Inc. strives to offer its customers the broadest selection of healthy living products, while providing superior customer service and timely and accurate delivery.

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