



VITACOST EXPANDS PROPRIETARY BUSINESS WITH LAUNCH OF NEW FOOD, BEAUTY AND DIET LINES

BOCA RATON, Fla., October 30, 2013 -- Vitacost.com, Inc. (NASDAQ:VITC), a leading online retailer of healthy living products, today announced the expansion of its proprietary business with the launch of new food, beauty and diet lines. These new products follow the debut of ARO: Black Series, Vitacost's sports nutrition brand, which was released in April and now includes 39 SKUs, including protein powders, fat burners, pre-workout formulas, branch-chain amino acids and creatine.

"At Vitacost, we are proud to introduce high-quality, affordable products that meet the needs of today's health and cost-conscious consumer," stated Jeffrey Horowitz, Chief Executive Officer of Vitacost.com. "To make healthy living affordable for everyone, we will continue to develop lower-priced alternatives to the products our customers desire the most."

Vitacost's new products include:

- Glonaturals beauty, which includes BB crèmes, argan oil and skincare; these botanically based products are infused with natural anti-aging ingredients including hyaluronic acid.
- ARO Lean meal replacement diet shakes, in gourmet-inspired flavors including Angel Food Cake, Peanut Butter Cup and Chocolate Fudge Brownie; a single-serving shake contains 190 calories and 24 grams of protein to support weight loss.
- PBSLIM, powdered non-GMO organic peanut butter, which contains 85% fewer fat calories than traditional peanut butter; the powder can be combined with water to create a peanut "paste," or mixed into smoothies, baked goods and even pasta dishes to enhance food with the flavor, protein and fiber of peanuts without unwanted extra fat.
- Super Cacao bars, 66% dark chocolate enhanced with vitamin and supplement blends including anti-oxidants, probiotics and green tea extract; flavors include coconut, Mandarin orange, and lemon ginger.

In addition, the Company continues to introduce new VMHS products, launching adult gummy vitamins, probiotics for children and vitamin drops for infants, a combination vitamin plus probiotic collection, and new Vitacost "Quickdots," a variety of sublingual melts for customers seeking an alternative to tablet- and capsule-swallowing. The Company is also in the process of rebranding and expanding its existing healthy snacks line with innovative, environmentally

friendly packaging featuring water-based ink and BPA-free materials and is set to launch a proprietary line of natural cleaners over the next several months as well.

All new products feature an updated look and design. For more information on Vitacost's brands, visit: <http://www.vitacost.com/vitacostbrandcategories>.

About Vitacost.com, Inc.

Vitacost.com, Inc. (NASDAQ: VITC) is a leading online retailer of healthy living 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, 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.

Contact:

Vitacost.com

Kathleen Reed

Director of Investor Relations

561.982.4180

Kathleen.reed@vitacost.com