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## **Vitacost.com Named to Internet Retailer's 2014 Mobile 500**

### **Company Also Named as One of Top 100 e-Retailers That Makes Mobile Purchasing Easy**

BOCA RATON, Fla., Dec. 9, 2013 (GLOBE NEWSWIRE) -- Vitacost.com, Inc. (Nasdaq:VITC), a leading online retailer of healthy living products, today announced that it was named to Internet Retailer's 2014 Mobile 500, which profiles the leading mobile commerce retail leaders worldwide ranked according to estimated 2013 mobile web sales. Vitacost.com ranked #93 in the current report, moving up substantially from its #203 ranking in the prior year.

Separately, the Company ranked #45 in the 2013 Mobile Commerce Conversion Index (MCCI), a report published by LightningBuy, a technology company specializing in creating mobile monetization platforms for its customers. MCCI analyzed mobile sites for the top 100 e-commerce companies as ranked by Internet Retailer in its 2013 Top 500 Guide, evaluating 20 criteria across multiple categories such as mobile site optimization, load time, length of checkout and user interface. Of the top 100 companies surveyed, only 72 had a mobile commerce-enabled site and Vitacost.com was named as one of only 12 companies offering an "exceptional" user interface for mobile guest checkout.

"We are extremely pleased to be recognized among the leaders in m-commerce and are committed to providing our customers with a seamless, user-friendly, end-to-end commerce experience," stated Jay Topper, Chief Information and Technology Officer of Vitacost.com. "Our mobile sales continue to grow very quickly, increasing over 90% year-over-year in the third quarter of 2013. We will continue to enhance our mobile platform to provide a best-in-class experience for customers."

Presently, Vitacost has mobile apps for the iPhone and Android, and its full desktop experience can also be accessed on the iPad and on other tablets.

#### **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](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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