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Vitacost.com Launches "Join the Resolution" Campaign to Incentivize Customers to Achieve Their Health Goals

Campaign Offers Health Tips, Special Promotions and Prizes

BOCA RATON, Fla., Jan. 6, 2014 (GLOBE NEWSWIRE) -- Vitacost.com, Inc. (Nasdaq:VITC), a leading online retailer of more than 45,000 health and wellness products, today announced the launch of "Join the Resolution," a campaign offering health and wellness tips, special promotions on weight-loss, fitness and health food products, with contests and prizes to incentivize customers to achieve their personal goals in 2014. Customers who visit www.vitacost.com/jointheresolution will find "14 Resolutions for a Healthier 2014" and the opportunity to win an iPad Air, Vitamix blender, and more than a dozen other prizes, by uploading a photo of themselves participating in a healthy activity with the hashtag #jointheresolution. Each of the 14 resolutions included on the microsite—which range from weight loss to being more environmentally conscious—is associated with featured products that customers can order separately or through a "Quick Start" kit that will help them achieve their goals.

Vitacost.com developed the "Join the Resolution" campaign after conducting a nationwide independent poll of more than 2,500 consumers looking at both their health habits and their plans to follow New Year's resolutions in 2014. The #1 New Year's resolution for 2014 was to lose weight with more than two thirds of those polled describing themselves as being overweight.

Other key findings are as follows:

- 73% said they don't get enough exercise with only 42% of those surveyed stating they exercise more than 1 time per week
- 55% said they have too much stress with 47% stating that they have a high or extremely stressful lifestyle
- 53% said they lack energy with the majority of respondents stating they drink coffee or another caffeinated beverage to maintain energy levels throughout the day
- 51% said they do not have overall healthy habits. When asked what healthy habits consumers do follow — the most popular response was "eating breakfast" — followed by "taking vitamins"

"Vitacost.com sees the New Year as an opportunity for consumers to obtain their health goals, from losing weight to raising healthier children," stated Chris Cavalline, Chief Merchandising Officer of Vitacost.com. "We are pleased to invite our customers to 'Join the Resolution' and believe the vast selection of healthy living products and substantial savings provided on our vitacost.com site, coupled with the health content and prizes offered through our new marketing campaign, will make New Year's resolutions achievable."

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.

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