



March 4, 2014

## **Vitacost.com Earns Stevie Award for Innovation in Customer Service**

### **Company Only Healthy Living Retailer to Receive Recognition**

BOCA RATON, Fla., March 4, 2014 (GLOBE NEWSWIRE) -- Vitacost.com, Inc. (Nasdaq:VITC), a leading online retailer of healthy living products, today announced that it received the 2014 Silver Stevie Award for Innovation in Customer Service. The award was presented at the 8<sup>th</sup> Annual Stevie Awards banquet held in Las Vegas, NV. More than 1,500 companies were evaluated across 19 categories of customer service excellence, ranging from front-line customer service to best use of technology. Vitacost.com was the only healthy living retailer recognized and earned a second place finish in the Innovation category.

"Vitacost.com has made customer satisfaction a core company focus, with the goal of providing the highest level of satisfaction through multiple channels," stated Jay Topper, Vitacost.com's Chief Technology Officer and manager of customer service. "Within the past year, our resources have been directed towards developing a more powerful and engaging customer experience. We created a customer executive advocacy program, in which top-level Company executives interact with customers who contacted customer support to ensure satisfactory resolution to their issues and also launched a self-help portal known as 'Service Central' which contains order tracking and other issue resolution tools, and enables customers to reach customer support specialists directly."

The Stevie Award comes on the heels of earning the number two spot in customer satisfaction, behind only Amazon.com, by the ForeSee Experience Index (FXI): 2013 U.S. Retail Edition, which examined levels of customer satisfaction among Internet Retailer's top 100 online retailers during the 2013 holiday shopping season. For the second year in a row, Vitacost.com was the #1 e-retailer among websites selling health and beauty products.

### **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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Source: Vitacost.com

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