



Vitacost.com Earns No. 1 Ranking for Customer Service from Newsweek

Company earns top spot for online Sports and Fitness Nutrition retailers based on recent survey

Boca Raton, Fla., December 17, 2018 – Vitacost.com, Inc., a leading online retailer of health and wellness products, was recently recognized as a top retailer for customer service by *Newsweek* as part of their Best Customer Service 2019 rankings. The Company achieved the top ranking among all online retailers in the Sports and Fitness Nutrition category and also received the second highest customer service score of all 93 online retailers in the study.

Results were collected and calculated by research firm Statista and were based on a series of independent surveys from a vast sample of more than 20,000 U.S. customers who have either made purchases, used services, or gathered information about products or services in the past three years. Scores were then determined by evaluating the company’s Net Promoter Score – likelihood of existing customers to recommend to a friend or family member – as well as Quality of Communication, Technical Competence, Range of Services, Customer Focus and Accessibility.

“We are thrilled to earn the number 1 ranking in Newsweek’s Best of Customer Service inaugural list and we are extremely proud of our team,” stated Mary Kreseski, Director of Customer Service at Vitacost.com. “Our customers are at the core of everything we do, and it is an honor to be recognized for our efforts in serving them.”

To see the full list of companies on America's Best Customer Service 2019, please visit <https://www.newsweek.com/americas-best-customer-service-2019>.

To learn more about Vitacost.com, please visit www.vitacost.com.



About Vitacost.com

Vitacost.com, Inc. is an online retailer of health and wellness products, providing an award-winning experience to customers through its website, www.vitacost.com. Vitacost.com features affordable pricing and speedy delivery on nearly 40,000 items, including dietary supplements (vitamins, minerals and herbs), hard-to-find specialty foods, organic body and personal care products, pet essentials and sports nutrition products. In addition, Vitacost.com strives to motivate, educate and inspire healthier living for customers by creating and curating thousands of helpful tips, expert articles and recipes woven throughout the shopping experience. Vitacost.com is a subsidiary of The Kroger Co.

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