



Vitacost Launches First-of-its-Kind Sport-Centric Experience With Extensive Selection of NSF Certified for Sport® and Informed Sport® Products

Athletes of all levels can shop a curated selection of clean supplements.

Boca Raton, Fla., June 13, 2024 – Vitacost.com, a leading online retailer of health and wellness products, announced the launch of a groundbreaking sport-centric experience on its website, supporting coaches, dietitians, nutritionists and athletes of all levels access to a curated selection of NSF Certified for Sport® and Informed Sport® supplements.

This comprehensive resource provides customers with unparalleled confidence in their sport supplement choices. The new experience features:

- **Over 275 Products:** Vitacost has assembled a growing assortment of approximately 171 NSF Certified for Sport® products and roughly 118 Informed Sport® products, ensuring a wide variety of options for every workout goal.
- **Rigorous Testing Standards:** These certifications represent the gold standard in sports supplements. Products undergo a meticulous, six-month testing process to guarantee they are free of banned substances and meet strict safety and quality requirements.
- **Dual-Certified Selection:** Vitacost boasts a selection of four Vital Protein products that hold certifications from both NSF Certified for Sport® and Informed Sport®
- **An Intuitive, Easy-to-Filter Online Experience:** Customers can quickly and conveniently shop by certification, category or brand to find exactly what they need, from protein and vitamins to hydration. Both mobile and desktop experiences include curated shops, information on sport certifications and articles from sports and nutrition experts.

“We're very excited to be the first online retailer to offer such a comprehensive selection of NSF Certified for Sport® and Informed Sport® products,” said Guy Burgstahler, President of Vitacost.com. “This commitment to clean, rigorously tested supplements empowers athletes of all levels – from weekend warriors to first responders and elite competitors – to focus on peak performance without worrying about contaminants or banned substances. Our Sport Certified hub will also be a price-conscious, convenient shopping experience for the coaches, trainers and dietitians who support athletes, teams and organizations.”

The Cleanest Way to Level Up Your Game

Vitacost's new sport-centric experience is the ideal solution for athletes seeking a safe and effective way to optimize their performance. With a vast array of NSF Certified for Sport® and Informed Sport® products, Vitacost provides the cleanest path to achieving your athletic goals.

The new sport-centric experience launches on June 17, 2024, and can be accessed at vitacost.com/sport-certified.

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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