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**TV FEATURE REPORTER, CONSUMER TRENDS EXPERT TO SPEAK AT CRN'S ANNUAL CONFERENCE
—Christine Dumas To Discuss Media Trends During Breakfast Session—**

WASHINGTON, D.C., *July 20, 2010* — The Council for Responsible Nutrition (CRN) today announced consumer, health and lifestyle reporter Christine Dumas, M.D., is slated to join other top-notch experts as a speaker at *The Conference*, CRN's annual symposium for the dietary supplement industry.

Dr. Dumas, in addition to her many years as a reporter, is also an author and consumer trends advisor. She will discuss media trends in relation to the dietary supplement industry during the popular "Breakfast with..." session on the final day of *The Conference*, which will take place September 29 – October 2 at the Hyatt Regency Lost Pines Resort & Spa outside of Austin, Texas.

"If you've heard the term 'social media' but really want to understand what the term means from a big picture perspective for journalism and specifically for our industry, you'll want to attend this session," said CRN Annual Conference Chair Bill Van Dyke, president, B&D Nutritionals, Inc. "Her vast experience as a journalist and in analyzing and understanding consumer trends, makes her a very relevant addition to an already fantastic lineup of speakers for CRN's annual conference," Mr. Van Dyke added.

As a reporter, Dr. Dumas' stories have been featured on NBC News *Today* and *Today: Weekend Edition* for more than a decade. Additionally, Dr. Dumas has regularly appeared as a medical correspondent on Fox News Channel's *Weekend Live*, and she has personally been featured on Oprah and The View.

She serves as a consumer trends expert, advising domestic and multi-national brands on message, product positioning and strategic outreach. She is sought after by Fortune 500 companies, think tank associations and group forums, such as The California Governor and First Lady's Conference on Women and Families.

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Other speakers at this year's conference include business consultant and best-selling author Keith McFarland and *TIME* magazine's political analyst and popular author Mark Halperin.

Past "Breakfast with..." speakers at *The Conference* include Joy Bauer, R.D., who is a well-known TODAY Show nutrition & health contributor and Brian Kilmeade, co-host of Fox News Channel's *Fox and Friends*.

Registration for *The Conference* is open to members and non-members of CRN. There are several registration options which can be found at: <http://www.crnusa.org/2010events/>. The Hyatt Regency Lost Pines Resort & Spa in Lost Pines, Texas, is located 20 miles east of the Austin Bergstrom Airport.

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The Council for Responsible Nutrition (CRN), founded in 1973, is a Washington, D.C.-based trade association representing dietary supplement manufacturers and ingredient suppliers. In addition to complying with a host of federal and state regulations governing dietary supplements in the areas of manufacturing, marketing, quality control and safety, our 70+ manufacturer and supplier members also agree to adhere to additional voluntary guidelines as well as CRN's Code of Ethics. Visit www.crnusa.org.