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**CRN ADDS NEW MEDIA PARTNER IN SUPPORT OF
SELF-REGULATORY PROGRAM****—Nutrition Industry Executive Magazine Joins Other Industry Publications in Effort to
Clean-Up Supplement Advertisements—**

WASHINGTON, D.C., *May 15, 2007* — The Council for Responsible Nutrition (CRN) today announced *Nutrition Industry Executive* will participate as a media partner in the association's new advertising campaign directed toward urging supplement companies to file competitive challenges with the National Advertising Division (NAD) of the Council of Better Business Bureaus (CBBB) to help ensure that supplement advertisements are truthful and not misleading.

CRN recently announced its new advertising campaign running in supplement industry publications in support of the CRN/NAD initiative that allows NAD to increase its scrutiny of dietary supplement advertisements through a series of multi-year grants provided by CRN. The ad campaign encourages industry members to self-regulate their own product advertising and to challenge misleading ads of their competitors.

Nutrition Industry Executive joins *Functional Foods & Nutraceuticals*, *Natural Products Insider*, *Nutraceuticals World* and *Nutritional Outlook* by providing CRN with special advertising rates which enable the association to run ads that focus on the importance of this self-regulatory program.

“We are pleased to partner with CRN on this very important campaign to promote improved truth in advertising among dietary supplement companies,” noted Daniel McSweeney, publisher of *Nutrition Industry Executive* and president of parent company Vitamin Retailer Magazine, Inc.

CRN's President and CEO Steve Mister thanked all five publications for their leadership in helping to demonstrate the supplement industry takes seriously the need to self-regulate.

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Note to Editor: The Council for Responsible Nutrition (CRN), founded in 1973, is a Washington, D.C.-based trade association representing dietary supplement industry ingredient suppliers and manufacturers. CRN members voluntarily adhere to a strong code of ethics, comply with dosage limits and manufacture dietary supplements to high quality standards under good manufacturing practices.

For more information on the CRN/NAD program, visit <http://www.crnusa.org/NAD/>.