

Vitacost.com Earns Two #1 Spots in 2017 ConsumerLab.com Survey
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Vitacost.com named #1 Rated On-Line Supplement Merchant and #1 Rated Internet/Catalog Brand Based on Customer Satisfaction

BOCA RATON, Fla., May 22, 2017 /PRNewswire/ -- Vitacost.com, Inc., a leading online retailer of health and wellness products and wholly owned subsidiary of The Kroger Co. (NYSE: KR), announced it has received two top awards in the 2017 ConsumerLab.com Survey of Vitamin and Supplement Users. Based on the responses of nearly 10,000 ConsumerLab.com eNewsletter subscribers, Vitacost.com was named the #1 Online Supplement Merchant. This marks the third time Vitacost.com has achieved this award. In addition, the Company's exclusive Vitacost brand topped the list of all vitamin and supplement brands in the internet/catalog division.

"We are very proud of both our online shopping experience and our Vitacost brand, as our high-quality supplements offer customers cutting-edge formulations at an exceptional value," stated Brian Helman, President of Vitacost.com. "We are committed to providing the highest quality health and wellness products to our customers and are pleased to be recognized for our efforts."

The #1 rated line of Vitacost vitamins and supplements offers more than 1,000 products ranging from vitamin D and fish oil to probiotics and herbal formulas. All Vitacost brand supplements adhere to the FDA's Current Good Manufacturing Practices (CGMPs), ensuring high standards of potency, purity, efficacy and safety.

"We congratulate Vitacost on earning the top spot in the online supplement merchant category for the third time and for being recognized as the top catalog/internet supplement brand in our survey," stated Dr. Tod Cooperman, President of ConsumerLab.com. "Companies recognized in our survey place a high value on customer satisfaction and this is evident in the results."

"Kroger is focused on improving and expanding our digital offerings every day so customers can engage and shop with us for anything, anytime, anywhere – while enjoying unparalleled product quality and experience across the board," stated Yael Cosset, Kroger's group vice president and chief digital officer. "These awards are a testament to the excellent service customers receive from our store associates that carries over seamlessly to our digital platforms like Vitacost.com."

To learn more about Vitacost.com and shop for the Vitacost brand of vitamins and supplements, please visit www.vitacost.com.

About Kroger

Every day, the Kroger Family of Companies makes a difference in the lives of eight and a half million customers and 443,000 associates who shop or serve in 2,796 retail food stores under a variety of [local banner names](#) in 35 states and the District of Columbia. Kroger and its subsidiaries operate an expanding ClickList offering – a personalized, order online, pick up at the store service – in addition to our 2,255 pharmacies, 784 convenience stores, 319 fine jewelry stores, 220 retail health clinics, 1,445 supermarket fuel centers and 38 food production plants in the United States. Kroger is recognized as one of America's most generous companies for its support of more than 100 Feeding America food bank partners, breast cancer research and awareness, the military and their families, and more than 145,000 community organizations including schools. A leader in supplier diversity, Kroger is a proud member of the *Billion Dollar Roundtable*.

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 up to 50% off retail 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.

About ConsumerLab

ConsumerLab.com is the leading provider of independent test results and information to help consumers and healthcare professionals identify the best quality health and nutrition products. Their annual survey is distributed to vitamin and supplement users and covers topics ranging from product selection, prices and shipping speed of merchants to quality, value and customer service associated with particular supplement brands.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/vitacostcom-earns-two-1-spots-in-2017-consumerlabcom-survey-300461534.html>

SOURCE The Kroger Co.

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