



FOR IMMEDIATE RELEASE:
May 28, 2010

Media Contact:
Lynn McGovern
(480) 927-8673
lynn@vemma.com

Vemma® Gives over \$315,000 in Children's Nutritional Products to Supply Vital Nutrition to Children in Haiti and the United States

Scottsdale, AZ (May 2010) –Vemma Nutrition Company has donated in excess of \$315,000 of its premium children's supplement, Vemma NEXT™ to Kids in Distressed Situations (K.I.D.S.) as a first step in an ongoing donation partnership with the New York City-based nonprofit. This first donation has been earmarked primarily to assist with long-term relief efforts in Haiti spearheaded by K.I.D.S and Operation Compassion, giving Haitian children access to the vital nutrients they are so desperately missing in their sparse diets. In addition, a portion of Vemma's donation will go to meet the nutritional needs of children in the United States through programs that support families in Tennessee affected by the recent flooding as well as military families who are in active service, yet having a hard time making ends meet.

BK Boreyko, Vemma Founder and CEO commented, "We are honored to supply this nutritionally complete product, and are thrilled to know that our donation is going to reach children in Haiti and the U.S. who so desperately need help. Our collaboration with K.I.D.S. and their agency partners is going to have a direct impact the health and livelihood of thousands of children now and in the future."

The finest and most complete children's supplement available, Vemma NEXT is physician formulated and includes the clinically proven immune enhancing and bioavailability results of its proprietary Vemma nutrition formula. Ideal for children ages 2 to 12, Vemma NEXT is enhanced with key nutrients that meet or exceed 100% of the USRDA, quercetin, over 65 plant-sourced minerals, 14 organic fruit and vegetable phytonutrient sources, choline and an all-natural vegetarian source of DHA (omega-3 fatty acid) to support healthy growth and development.*

Founded in 2004 by BK Boreyko, Vemma Nutrition Company is rapidly growing as one of the premier industry leaders specializing in premium liquid nutrition. Every day thousands of people

join the company's mission to make a positive difference in the lives of others through the sharing of the clinically proven Vemma formula. Vemma wellness products coupled with the company's rewarding business opportunity help people live a better quality of life, physically and financially. Vemma is headquartered in Scottsdale, Arizona and distributes its products through a global network of independent Brand Partners operating in 50 countries. For more information visit vemma.com.

[K.I.D.S.](#) brings hope and self-esteem to more than 4.5 million children and their families each year by providing children's products donated by manufacturers and retailers. With overhead costs consistently under 2.5% K.I.D.S. is one of America's most efficient charities, has earned Charity Navigator's highest rating of four stars, and meets all standards set by the Better Business Bureau's Wise Giving Alliance.

###

**This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.*