



Commonwealth of Virginia
Office of Governor Bob McDonnell

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**Governor McDonnell Announces 174 New Jobs
in Hanover County**

*~The Vitamin Shoppe, Inc. to commit \$39.4 million in first Virginia
distribution operation~*

RICHMOND – Governor Bob McDonnell today announced that The Vitamin Shoppe, Inc. (NYSE: VSI), a leading specialty retailer and direct marketer of nutritional products, will establish a distribution operation in the Town of Ashland in Hanover County. The company will create 174 new jobs. The total project, including jobs, capital and indirect investments will be a commitment of \$39.4 million. The Vitamin Shoppe will lease the building from Johnson

Development, who will undertake the construction. Virginia successfully competed against North Carolina for the project.

Speaking about today's announcement, Governor McDonnell said, "The Vitamin Shoppe continues to expand its storefronts across the U.S., and Virginia provides the perfect mid-Atlantic market reach to serve the company's growing customer base. The Town of Ashland in Hanover County offers the right location with visibility to Interstate 95 and a low business cost, factors that lead The Vitamin Shoppe to make a significant commitment in its first distribution operation in the Commonwealth. We warmly welcome our newest corporate partner and remain ready to do what we can to facilitate your success."

"Not only will The Vitamin Shoppe create 174 new jobs, this operation will also help diversify the workforce base in Hanover County," said Jim Cheng, Virginia Secretary of Commerce and Trade. "This project is a great win for the Commonwealth and I am confident in the success of the company's new distribution center."

The Vitamin Shoppe is a leading specialty retailer and direct marketer of nutritional products based in North Bergen, New Jersey. The company sells vitamins, minerals, nutritional supplements, herbs, sports nutrition formulas, homeopathic remedies, green living products, and health and beauty aids to customers located primarily in the United States. The company carries national brand products as well as exclusive products under The Vitamin Shoppe, BodyTech and True Athlete proprietary brands. The Vitamin Shoppe conducts business through more than 550 company-owned retail stores, national mail order catalogs, and website, www.VitaminShoppe.com. Customers can follow The Vitamin Shoppe on Facebook at <http://www.facebook.com/THEVITAMINSHOPPE> and on Twitter at <http://twitter.com/#!/VitaminShoppe>.

"The Vitamin Shoppe is extremely pleased to partner with the state of Virginia to bring our new distribution center to this area," said Richard Tannenbaum, Sr. Vice President of Supply Chain for The Vitamin Shoppe. "At The Vitamin Shoppe we are dedicated to helping people and families reach their health goals. We are excited to bring The Vitamin Shoppe's enthusiasm about health and wellness to Ashland and Hanover County."

The Virginia Economic Development Partnership worked with Hanover County, the Town of Ashland, and the Greater Richmond Partnership to secure the project for Virginia. Governor McDonnell approved a \$200,000 grant from the Governor's Opportunity Fund to assist Hanover County with the project. Through its Virginia Jobs Investment Program, the Virginia Department of Business Assistance will provide funding and services to support the company's recruitment, training and retraining activities.

"We are very pleased and honored to welcome The Vitamin Shoppe to Hanover County," said Ed Via, Chairman of the Hanover County Board of Supervisors. "We look forward to the incredibly positive impact The Vitamin Shoppe will have on our community and are committed to a long term partnership to support them as they grow their business in Hanover." County Administrator Cecil R. Harris Jr. added, "Our strategic location and access to I-95 will provide

The Vitamin Shoppe with a great location in which to reach their growing retail outlets and customer base.”

“The Town of Ashland and The Vitamin Shoppe share core values of community involvement and healthy living,” said Faye Prichard, Mayor of the Town of Ashland. “We look forward to welcoming The Vitamin Shoppe to Ashland and being a partner in this expansive and rapidly growing industry. The Vitamin Shoppe will immediately become one of Ashland’s largest employers. Their decision to locate in Ashland and Hanover builds upon the reputation of this region serving as a strategic location for supply chain centers in the mid-Atlantic.”

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