

PURCHASE, N.Y. September 23, 2013 – Nutrition 21, LLC, a leading developer and marketer of nutritional ingredients whose health benefits are substantiated by extensive clinical research, comments on today's release of the report, "Smart Prevention—Health Care Cost Savings Resulting from the Targeted Use of Dietary Supplements," issued by the economic firm Frost & Sullivan, through a grant from the Council for Responsible Nutrition (CRN) Foundation. The report supports the use of specific dietary supplements that not only provide potential health benefits, but also offer significant opportunities for health care cost savings.

Frost & Sullivan's report shows that taking specific dietary supplements can provide significant individual and societal healthcare savings. The report looks at eight dietary supplement ingredients and four conditions in a targeted population of U.S. adults 55+ who have the specific conditions or are at high risk of developing the conditions. Chris Shanahan, global program manager, Frost & Sullivan stated in the CRN Foundation issued press release, "It's rewarding to reveal good news for health care practitioners, public policy officials, insurance companies and patients reporting that select supplement interventions can reduce the chances of experiencing a costly medical event and help control rising health care costs."

"This report provides one more reason for doctors and other health care practitioners to open a dialogue with their patients about incorporating supplement usage along with other healthy behaviors. For consumers, it's a wake-up call to talk to their doctor or nurse practitioner, their pharmacist, or a registered dietitian about dietary supplements and what intake levels are right for their individual lifestyle. We also encourage insurers and employers that are looking for ways to lower premiums and absenteeism to consider dietary supplement regimens as part of workplace wellness programs or employee benefits," said Steve Mister, president, CRN Foundation.

"Nutrition 21 is pleased to see Chromium Picolinate included in the report along with other well-studied, clinically substantiated dietary supplements. Supporting these findings is a significant body of clinical studies and safety data spanning more than 25 years on Chromium Picolinate (and brand, Chromax®)," commented Michael Satow, President and Chief Executive Officer of Nutrition 21.

Mr. Satow concluded by saying, "Understanding the link between clinically sound dietary supplementation and health care cost savings will help stakeholders including patients, health care professionals, governments, insurance companies and employers all make better decisions in the best course of action that minimizes current and future costs and maximizes long term potential benefits."

The full report, including specific information about the methodology, can be found at www.supplementforsmartprevention.org with a series of accompanying infographics.

About Nutrition 21

Nutrition 21 is a leader in the nutritional supplement industry. The Company is a developer and marketer of efficacious, high-value, substantiated ingredients for dietary supplements, medical foods and beverages, with Chromax® chromium picolinate being a flagship product. With many years of biotechnology and pharmaceutical experience, Nutrition 21 has the scientific platform and processes in place to create unique, patentable products that are safe and clinically effective. Rigorous preclinical and clinical trials are a key part of its product development strategy to ensure product safety and consumer trust.

Nutrition 21 currently holds over 100 domestic and international issued and pending patents for products. Many support unique claims associated with, among others, glucose metabolism, weight management, brain health, and cardiovascular health. For more information please visit: www.Nutrition21.com.

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Note to Editor:

About the CRN Foundation: The CRN Foundation was established in 2009 as a non-profit 501(c)(3) organization for the purpose of educating people about the beneficial, safe and responsible use of dietary supplements and their ingredients as part of a culture of wellness.

About the Council for Responsible Nutrition: The Council for Responsible Nutrition (CRN), founded in 1973, is a Washington, D.C.-based trade association representing 100+ dietary supplement manufacturers, ingredient suppliers, and companies providing services to those manufacturers and 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 manufacturer and supplier members also agree to adhere to additional voluntary guidelines as well as to CRN's Code of Ethics. Visit www.crnusa.org and www.lifesupplemented.org. Follow us on Twitter @crn_supplements and @wannabewell and on Facebook.

About Frost & Sullivan: Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. For more than 50 years, they have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment community.

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