

PURCHASE, N.Y. March 4, 2013 – Nutrition 21, LLC, a leading developer and marketer of nutritional products whose health benefits are substantiated by patents and clinical research, announced today that Todd Spear has joined Nutrition 21 as National Director of Key Accounts. Mr. Spear will manage key target customers including contract manufacturers, multi-level marketers, direct response accounts, and food and beverage customers.

Mr. Spear has extensive experience in product management and development with eleven years in the natural products industry. Mr. Spear has a solid track record of developing products that increase sales and generate revenue. Previously he held the position of Senior Vice President of Product Management & Development at Whole Health Products, LLC. Mr. Spear has been integral in new product development, packaging, placement, and marketing, including web-based retail sales and marketing.

Michael Quinn, Executive Director, National Sales of Nutrition 21 said, “Todd’s wealth of experience and industry knowledge will make him a prime addition to the Nutrition 21 team. We view his role as a sign of our commitment to being a leading company in our industry. Our dedication to supplying our customers with patent protected, clinically substantiated, and innovative ingredients led us to look for an addition to our team to assist in managing key customers. We are confident that Todd will play a vital role in providing and implementing high quality solutions for our customers.”

About Nutrition 21

Nutrition 21 is a leader in the nutritional supplement industry. The Company is a developer and marketer of efficacious, high-value, clinically 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, it 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 75 domestic and international issued and pending patents for nutrition products. Many support unique “metabesity” claims associated with, among others, glucose metabolism, weight management, brain health, and cardiovascular health. For more information please visit: www.nutrition21.com.

The assets of Nutrition 21, Inc., were acquired in November 2011 by an investment group led by Phillip Satow and Michael Satow, and are now part of Nutrition 21, LLC. Michael Satow, serves as President and Chief Executive Officer and Phillip Satow as Chairman of the Board. Phillip and Michael together have almost 50 years of healthcare experience. Most recently, they founded and built JDS Pharmaceuticals, LLC, a specialty pharmaceutical company focused on the psychiatric and women’s health markets. JDS was sold in 2007 to Noven Pharmaceuticals, Inc., for \$125 million.

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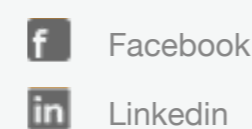
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