

PRESS RELEASE

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HAMMOND, KENNEDY, WHITNEY & COMPANY, INC. ("HKW") ANNOUNCES RECAPITALIZATION OF NATURMED, INC.

Indianapolis, IN - Hammond, Kennedy, Whitney & Company, Inc. ("HKW") announced that it closed on the recapitalization of NaturMed, Inc. ("NaturMed") on Friday, February 26. Founded in 2001, NaturMed develops, markets, and distributes specialized nutritional and health supplements. NaturMed is the tenth platform investment for HKW Capital Partners III, L.P., the \$202 million private equity fund that had its final closing in December 2007. NaturMed is headquartered in Camp Verde, AZ.

NaturMed markets its current suite of 72 products directly to consumers through direct mail campaigns and provides customers the ability to buy products via the mail, phone and internet. NaturMed mostly targets adults 65 and older with products addressing health concerns of both men and women including fatigue, weight control, muscle and joint pain, anti-aging, hearing loss and vision loss. Additional information about NaturMed and its products can be found at www.ivlproducts.com.

"NaturMed has an exceptional management team in Bill Ruble and Jay White and does a fantastic job serving its customers. We are excited and believe both the demographics and the long-term market dynamics are strong," stated Glenn Scolnik, HKW Chairman.

HKW is a private equity firm founded in 1903 and headquartered in Indianapolis, Indiana with offices in New York and Chicago. Over the past 28 years, HKW has sponsored 36 platform management buyouts of small middle-market companies throughout North America as well as 37 add-on acquisitions. For further information about HKW and its portfolio companies, investment strategy, and team, please visit www.hkwinc.com.