



## Company Profile

VitaminSpice, headquartered in Wayne Pennsylvania, is the first of its kind, food-ceutical company that creates healthy solutions to nourish the body by merging proprietary blends of premium herbs and spices with essential vitamins, minerals, nutrients, and antioxidants. Uniquely positioned between the health food/supplement industry and the traditional food industry, VitaminSpice offers a natural, taste masked, solution for marrying nutritional supplements with consumers' busy lifestyle. Ranging from 17% and 84% of the Recommended Daily Intake (RDI) with no bitterness or aftertaste, VitaminSpice offers premium savory spices that enliven the palate and invigorate health through a proprietary micro-encapsulation process. Six different spices coupled with six different vitamin/mineral formulations results in thirty-six total product offerings.

### Premium Spices

- Sea Salt
- Pepper
- Garlic
- Cinammon
- Red Pepper
- Italian Seasoning

### Vitamin Formulas

- Cardio
- Energy
- Joint
- Immune
- Kids
- Multivitamin

### Competitive Advantages

- All natural
- 100% vegetarian
- Gluten free
- Calorie free
- Preservative free
- Sugar/sweetener free

## Quick Facts

- Proprietary micro-encapsulation process renders neutral tasting heat resistant nutrients, vitamins, minerals and antioxidants
- Spices add flavor without adding calories
- Multivitamins account for sixty percent of the total vitamin market
- Patent pending manufacturing process

## Current Projects

- Indications of interest above \$10 Million from various health food stores, retail outlets, major grocery chains, and home shopping companies
- Iron Chef America co-marketing/co-branding Memorandum of Understanding (M.O.U.)
- Calivita International M.O.U. to market through international MLM distribution
- Christina Pirello M.O.U to develop spice blend for athletes
- Currently in talks with a nutritional performance sports company to develop post-workout recovery formulas and utilize celebrity athlete endorsements
- International distributor interest in Europe, Canada, and Australia
- VitaminSpice is currently working with corporations, organizations and schools to combat childhood obesity and provide beneficial delivery systems
- The company is in the process of hiring the Board of Directors

## Market Potential

- Global nutraceuticals market estimated to reach \$187 billion by 2010
- U.S. food industry estimated at \$1.5 trillion in 2008
- Dietary supplement sales will be driven by products supporting the aging population
- Safe and healthy alternatives are being sought to reduce calorie intake
- 77% of U.S. adults do not eat the proper amounts of fruits and vegetables
- Only 3% of U.S. adults follow preferred guidelines for a healthy lifestyle.

## Market Data

<b>Stock Symbol</b>	VTMS
<b>Exchange</b>	OTC:BB
<b>Share Price</b>	\$0.50
<b>Shares Outstanding (Mil)</b>	121.0 M
<b>Market Cap (Mil) \$</b>	\$60.5 M

## Investment Considerations

- Significant pending contracts for revenue generation in the European Union
- Multiple spice flavors coupled with multiple nutrient formulations foster horizontally integrated product line potential
- VitaminSpice is virtually unknown in the investment community.
- Agreements with major television home shopping companies

## Recent Developments

- Selected as one the most innovative products at Natural Products Association Expo 2009
- VitaminSpice rated #1 by American Masters of Taste
- June 2009 National conference on Childhood Obesity sponsored by The Cancer Project and the Physicians Committee for Responsible Medicine
- May 2009 VitaminSpice presents to 23 school districts in NJ, PA, and DE. High indications of interest from 69% of attendees
- May 2009 pilot program with one of the largest U.S. school districts to check the utilization rates of children using vitamins
- March 2009 VitaminSpice debuts new product line to National Restaurant Association in Chicago
- Sept 2008 Healthy Harvest product introduction of 4 most popular spice blends (Ground Pepper, Crushed Red Pepper, Ground Cinnamon, Granulated Garlic)

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