



Company Profile

VitaminSpice, headquartered in Wayne Pennsylvania, is the first of its kind, foodceutical 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
- Cinnamon
- 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

- Spices with microencapsulated vitamins provide a recognizable and imaginative alternative supplements delivery system
- Proprietary micro-encapsulation process renders award winning, heat resistant nutrients, vitamins, minerals and antioxidants
- 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

Market Potential

- Vitamins represented 34% of the total U.S. supplement industry in 2008
- Supplement sales will be driven by an increased focus on healthy living
- U.S. supplement sales grew 6.3% in 2008 to \$25.2 billion
- Global nutraceuticals market estimated to reach \$187 billion by 2010
- U.S. food industry estimated at \$1.5 trillion in 2008
- Functional food market expected to have mid single digit CAGR by 2012
- Vitamin delivery systems trending away from traditional pills

Market Data

Price(\$)	0.46
52-Week Range (\$)	0.28 - 12.00
Mkt Cap (\$ mln)	55.66
Fiscal Year End	Dec
Shares O/S (mln)	121
Exchanges	OTCBB: VTMS German WKN: A0YE4L

Investment Considerations

- Foodceutical market - first mover advantage
- Co-marketing agreements
- Microencapsulation technology
- Alternative vitamin delivery system
- Aging U.S. population
- Private label spice emergence
- Visionary Board of Directors

Recent Developments

- Exclusive North American packaging rights with Inland Packaging/FunnelPack USA
- VitaminSpice partners with full service sports marketing company CWC Sports
- VitaminSpice debuts Iron Chef co-branded line of spices (distributed by American Distribution Company)
- Market Research Advisors research report
- Nutraceuticals world online article "Spiced up Vitamins"
- Former Wal-Mart CEO Bill Fields signs distribution agreement
- Heartland Spa adds VitaminSpice to menu offering
- Selected as one the most innovative products at Natural Products Association Expo 2009
- VitaminSpice rated #1 by American Masters of Taste
- March 2009 VitaminSpice debuts new product line to National Restaurant Association in Chicago

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