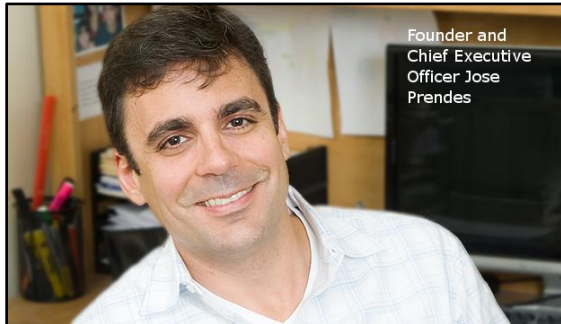


PureFormulas.com's Jose L. Prendes named Outstanding CEO of the Year



MIAMI, March 29, 2012 Jose L Prendes, chief executive officer of PureFormulas.com, a leading e-retailer for pure and high-quality natural health supplements, was named "Outstanding CEO of the Year" by the Greater Miami Chamber of Commerce (GMCC) at its Top 100 Minority Business Awards Luncheon held on March 22.

This annual awards program celebrates South Florida's rich diversity and spirit of entrepreneurship, and recognizes triumphs over a currently challenging economic outlook. The "Outstanding CEO of the Year" award was one of eight award categories in which the GMCC recognized individual and corporate accomplishments from a finalist pool of 100 minority-owned businesses.

A distinguished panel of judges comprised of business, civic, and academic leaders selected the recipients. Winners in other categories included Business Corporate Champion: Arise Virtual Solutions, Inc; Community Involvement (small company): Lemartec Engineering & Construction Corp; Outstanding Minority Business of the Year (small company): Avila Rodriguez Hernandez Mena & Ferri LLP; Outstanding Minority Business of the Year (large company): MasTec, Inc.; Community Involvement (large company): Britto Central, Inc.; Emerging Business of the Year: Hudson & Calleja, LLC; and On the Map – Miami and Beyond: Brightstar Corp.

The "Outstanding CEO of the Year" award recognizes an individual who has brought exemplary achievements to their field and organization. Dedicating exceptional focus, talent, and energy, these individuals provide inspiring leadership and solid growth for their organizations. As CEO of PureFormulas.com, Jose Prendes has led the company he founded to double in revenue in the last year and almost double its employee count in the last four months. Prendes' enterprising talents gained recognition from *Inc.* magazine which listed him last year as one of the nation's Top 10 Latino and Hispanic Entrepreneurs. The company's hallmarks include an unwavering commitment to excellence through customer service and a rapidly expanding line of top-quality products. PureFormulas' exceptional growth and business success has resulted in its inclusion in the following Inc. 500 lists for 2011:

- Inc. 500 List (Ranked #97)
- Fastest Growing Health Companies (Ranked #5)
- Fastest Growing Companies in Florida (Ranked #11)
- Top Companies in the Miami Metro Area (Ranked #5)

PureFormulas has also been recognized by the *South Florida Business Journal* as one of the 25 fastest-growing technology companies in South Florida and ranked as one of the Top 50 fastest growing e-commerce companies in America by the 2011 Internet Retailer 500 Guide.

“The Greater Miami Chamber is pleased to be able to recognize our community’s leaders through the Top 100 Minority Business Awards,” said Jorge Martinez, Chairman of the Small Business Committee of the Greater Miami Chamber of Commerce and Vice President of The Conroy Martinez Group. “As the winner of the Outstanding CEO of the Year, Mr. Prendes exemplifies the innovative and entrepreneurial spirit of Miami.” Prendes remarked, “The Greater Miami Chamber of Commerce is a prestigious organization, and I am surprised and honored to have been selected.”

About the Greater Miami Chamber of Commerce



The Greater Miami Chamber of Commerce is the voice of business in South Florida, representing more than 400,000 employees of member companies. To carry out its mission, the Chamber involves the private sector in community leadership. For more than a century, the Chamber has been widely recognized and respected for its extraordinary record of economic development and community improvement. The Greater Miami Chamber is a proactive chamber, regularly getting engaged in issues important to its member companies and individuals. Its program of work is organized in five areas: Domestic Business Development, Governmental Affairs, International Business Development, Leadership Programs and Marketing & Member Services. The Chamber is nationally recognized as one of the Top 10 Executive Speaking Forums in America. For information about the Top 100 Minority Business Awards® and applications for next year, contact Christina Flores at 305-577-5451 or cflores@miamichamber.com.

About PureFormulas.com



Founded in 2007, and headquartered in Miami, FL, PureFormulas.com is an online health supplement retailer that distributes the purest and highest-grade natural supplements with average of 324,000 active customers and 65+ service professionals. PureFormulas.com features a state of the art web portal for secure and friendly online shopping and daily free shipping on more than 24,000 products. PureFormulas’ professionals work with a board of healthcare advisors, naturopaths and chiropractors to keep up to date with customers’ needs and healthcare news and necessities. PureFormulas’ mission is to maintain daily motivation and passion for healthy living focused on high-level customer service and quality products. For more information on PureFormulas, please go to: www.PureFormulas.com.

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