

## PureFormulas.com Named in Internet Retailer's 2012 Top 500 Guide to Largest Online Retailers

Miami, FL—May 9, 2012

*Internet Retailer* magazine has ranked Miami-based PureFormulas.com as one of the largest E-Retailers in the United States. PureFormulas will be listed in the online and print 2012 editions of "Top 500 Guide: Profiles and Statistics of America's 500 Largest Retail Websites."

The Top 500 ranks business-to-consumer retailers in the U.S. and Canada, based on online sales, including retail chains, catalogers, web-only merchants, brand manufacturers and digital content sellers. Within the top 500 companies, PureFormulas.com is ranked number 26 in the Health/Beauty Category. The online health supplement retailer attained an overall ranking of number 448, which represents growth from last year, when the company achieved placement in the 2011 Internet Retailer Second 500 Guide.

"It is a complete honor to be part of this elite group of web merchants. Our customer centric policies and the good work of our technology partners have paid off" said Jose Prendes, CEO of PureFormulas.com.



PureFormulas' CEO, Jose L. Prendes

Other data included in the guide include past years' sales, growth rate, monthly visits, monthly unique visitors, conversion rates, average ticket, total SKUs, top executives, vendor providers of technology and services in 25 categories, web site performance, search marketing and e-mail marketing data, and more. The complete rankings are available online at: <http://www.internetretailer.com/top500/list/>

### About Internet Retailer

Published by Chicago-based Vertical Web Media LLC, *Internet Retailer* is a monthly national business magazine that is at the core of the leading retail information web site, an e-commerce conference and five directories that serve the retailing community. Internet Retailer's 42,500 subscribers and 250,000 monthly web readers represent senior executives primarily from retail chains, independent stores, catalogs, virtual merchants and brand name manufacturers. Internet Retailer's circulation represents the largest multichannel readership base of any retailing magazine.

### 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](http://www.PureFormulas.com).



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