

Jose L. Prendes, CEO PureFormulas.com, receives Ultimate CEO Award

Miami, FL—May 13, 2012 Jose L. Prendes, founder and CEO of Miami-based PureFormulas.com, has been named a 2012 recipient of the Ultimate CEO Award by the *South Florida Business Journal*. The prestigious award honors individuals who are leaders in their organizations and have made significant contributions to the local community.



As CEO of PureFormulas.com, Jose Prendes oversees the direction of a rapidly growing, online retail nutritional supplements company dedicated to helping customers and their families lead healthy lifestyles, through its offerings of more than 25,000 individual products and over 200 quality brands.

“I am honored to be recognized by the South Florida Business Journal with this award,” said Prendes. “The internet retail industry is a fast moving world and it’s been tremendous to be part of the growth nationwide that has enable PureFormulas to grow here at home. I am happy that I’ve been to sustain the level of success that has created such a dynamic and energized company culture and grow jobs in our community. We focus on making our employees happy, and that reflects on our efforts to offer the best possible customer service.”

Prendes has received numerous regional and national awards for his leadership and entrepreneurial vision. In May of 2012, Prendes was named an Ernst & Young Entrepreneur Of The Year® 2012 finalist in Florida. In March of this year, Prendes was named Outstanding CEO of the Year by the Greater Miami Chamber of Commerce. Additionally, he was one of the winners of the Greater Miami Chamber’s Top 100 Minority Business Awards®, which celebrate South Florida’s minority business community and the steadfast spirit of entrepreneurship. During 2011, Prendes was named as one of Inc.5000’s Top 10 Latino and Hispanic Entrepreneurs.

Under his direction, PureFormulas.com has become one of the largest E-Retailers in the United States and Canada, as ranked by *Internet Retailer* magazine for 2012, based on online sales. During 2011, the company was ranked #97 by *Inc.* magazine on its Inc. 500 list of the fastest growing private companies. PureFormulas also was also ranked in the following Inc. 500 lists for 2011: Fastest Growing Health Companies, Fastest Growing Companies in Florida, and Top Companies in the Miami Metro Area. It was also recognized by the *South Florida Business Journal* in the 2011 Fast Tech Awards as one of the 25 fastest-growing technology companies in South Florida, based on percentage growth.

Prendes will be honored with other award recipients at the Ultimate CEO Award reception at the Four Seasons Miami on June 21.



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 25,000 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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