

**PureFormulas.com's CEO, Jose L. Prendes,
is an Ernst & Young Entrepreneur Of The Year® 2012 finalist in Florida**

Miami, FL—June 11, 2012 PureFormulas.com is proud to announce that its CEO and founder, Jose L. Prendes, was named a finalist in the Ernst & Young Entrepreneur Of The



Year® 2012 Florida program. The award recognizes outstanding entrepreneurs who demonstrate excellence and extraordinary success in such areas as innovation, financial performance and personal commitment to their businesses and communities. Prendes was selected from nearly one hundred nominations by a panel of independent judges. Awards will be presented at a special gala on June 14 at the Hilton Orlando.

Now in its 26th year, the Entrepreneur Of The Year Program has expanded to recognize business leaders in more than 140 cities in more than 50 countries throughout the world.

Regional award recipients are eligible for consideration for the Ernst & Young National Entrepreneur Of The Year Program. Award recipients in several national categories, as well as the Ernst & Young National Entrepreneur Of The Year Overall Award recipient, will be announced at the annual awards gala in Palm Springs, California, on November 17, 2012. The awards are the culminating event of the Ernst & Young Strategic Growth Forum, the nation's most prestigious gathering of high-growth, market-leading companies.

Sponsors

Founded and produced by Ernst & Young LLP, the Entrepreneur Of The Year Awards are nationally sponsored in the United States by SAP America and the Ewing Marion Kauffman Foundation.

Florida platinum sponsors include Carlton Fields, Fifth Third Bank, Tribridge and Vaco; silver sponsors RFB Communications Group and Scherzer International and media sponsor Smart Business Network.

About Ernst & Young Entrepreneur Of The Year®

Ernst & Young Entrepreneur Of The Year is the world's most prestigious business award for entrepreneurs. The unique award makes a difference through the way it encourages entrepreneurial activity among those with potential, and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 140 cities in more than 50 countries.

About Ernst & Young

Ernst & Young is a global leader in assurance, tax, transaction and advisory services. Worldwide, our 152,000 people are united by our shared values and an unwavering commitment to quality. We make a difference by helping our people, our clients and our wider communities achieve their potential.

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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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