

Nellson Nutraceutical Appoints Scott Greenwood as Chief Executive Officer

Irwindale, CA, January 17, 2014 – Nellson Nutraceutical, L.L.C. (“Nellson”) announced today that Scott Greenwood has been named the company’s Chief Executive Officer, effective February 2014. Greenwood assumes this role from Allan Lutz, Nellson’s current Chief Executive Officer, who will be retiring.

Greenwood joins Nellson with nearly 30 years of senior leadership experience within the food and beverage industry, most recently as the President and Chief Executive Officer of Associated Brands, a leading private-label and branded manufacturer of dry mix products and specialty teas with a broad operating footprint of approximately 650 employees across three manufacturing and R&D facilities. Prior to his tenure with Associated Brands, Scott was the CEO of New World Pasta, a North American branded market leader of dry pasta and noodles with over \$500 million of revenues. Earlier in Scott’s career, he held numerous leadership positions over an eighteen-year period with Dole Food Company, Unilever, and General Mills Canada – in marketing, product management, international sales, and general management operating roles.

“I am excited to join an industry-leading company with such incredible potential,” commented Greenwood. “Nellson is well-respected as an organization with talented and committed people who design and manufacture superior nutritional products for our customers, and I am thrilled to help continue its new product and market expansion efforts and successes.”

Allan Lutz, who served Nellson for six years, initially as a Board director prior to his appointment as Chief Executive Officer, commented, “Scott brings an impressive track record of success and leadership throughout his extensive career within the food industry, and he is an outstanding successor to lead the “One Nellson” team into the future. It has been my great privilege to work with such a dedicated and skilled group of people during my time here, and I wish Scott and the employees of Nellson much continued success in the years to come.”

Jack Rohrbach, Chairman of Nellson, added: “On behalf of the Board of Directors of Nellson, I wish to thank Allan for his distinguished service to the company. Allan was instrumental in guiding Nellson through a period of sustained growth, and as a result, Nellson has enhanced its leading market positions and is well-positioned for continued expansion. With Allan’s retirement, Nellson is fortunate to have a proven industry executive with Scott’s breadth of experience, and we look forward with confidence to his role in leading the company forward through organic growth initiatives and add-on acquisitions.”

About Nellson

Founded in 1962, Nellson Nutraceutical, L.L.C. is the leading provider of nutraceutical branded and private-label bar and powder products in North America. The company designs and manufactures highly nutritious, fortified products that meet consumer demand for superior flavor, texture, convenience, and appetite appeal. Nellson works closely with its branded partners to develop unique and convenient food products by utilizing and formulating healthy & natural ingredients that complement today’s active lifestyles. For further information on Nellson and its various products, please visit our website at www.nellsonllc.com. Nellson is owned by Kohlberg & Company, a leading U.S. middle-market private equity firm based in Mount Kisco, NY.