



ROTH Capital Partners



ROTH Capital Partners acts as Co-Manager on \$132,000,000 Initial Public Offering for Vitacost.com, Inc.

Client Information

Vitacost.com (NASDAQ:VITC) is an online retailer and direct marketer, of health and wellness products, including dietary supplements such as vitamins, minerals, herbs or other botanicals, amino acids and metabolites, as well as cosmetics, organic body and personal care products, sports nutrition and health foods. Vitacost.com sells these products directly to consumers through its website, www.vitacost.com, as well as through its catalogs. Vitacost.com offers its more than 1 million active customers a selection of over 23,000 SKUs from over 1,000 third-party brands as well as its own proprietary brands, many of which are manufactured in-house. Vitacost.com is headquartered in Boca Raton, FL with its East Coast distribution center and manufacturing facility in Lexington, NC and West Coast distribution center in Las Vegas, NV.

Transaction Information

On September 24, 2009 Vitacost.com announced the pricing of its initial public offering of 11.0 million shares of common stock at a price of \$12.00 per share. A total of 4.4 million shares were offered by the company and a total of 6.6 million shares were offered by selling stockholders. In addition Vitacost.com and selling stockholders have granted the underwriters a 30-day option to purchase up to an additional 1.7 million shares of common stock to cover any over-allotments. ROTH Capital Partners acted as a co-manager for the offering.

ROTH Capital Partners

ROTH is a full service investment banking firm dedicated to advising public and private emerging growth companies. Headquartered in Newport Beach, California, ROTH offers a wide array of services to both corporate and institutional clients including: initial public offerings, follow-ons, mergers and acquisitions, SPACs, PIPEs, private placements, investment research and institutional sales and trading.

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\$132,000,000



**IPO
CO-MANAGER**

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For more information on how ROTH can help you, please contact:

Investment Banking

Joe Schimmelpfennig
Managing Director
310-445-5868
jschim@roth.com

Jeff Ng
Director
949-720-7191
jeffng@roth.com

Paul Zaffaroni
Vice President
949-720-7174
pzaffaroni@roth.com

Daniel Friedman
Associate
949-720-7114
dfriedman@roth.com

Brian Kendrella
Associate
949-720-7141
bkendrella@roth.com

Equity Capital Markets

Aaron Gurewitz
Head of Equity Capital Markets
949-720-5703
agurewitz@roth.com

Lou Ellis
Sr. Vice President
949-720-5739
lellis@roth.com

Nazan Akdeniz
Sr. Vice President
949-720-5740
nakdeniz@roth.com

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