

FOR IMMEDIATE RELEASE

Contacts:

AANP: Nancy McMurrey, 512-276-5906

AANPF: Kay Todd, 512-276-5904

CRN: Erin Hlasney, 202-204-7684

Trainer Walsh, 202-204-7671

CRN ANNOUNCES JOINT EDUCATION EFFORT WITH AANP AND AANPF

WASHINGTON, D.C., *December 20, 2010*—The Council for Responsible Nutrition (CRN) today announced plans for a joint education effort with the American Academy of Nurse Practitioners (AANP) and the American Academy of Nurse Practitioners Foundation (AANPF) to help raise the level of awareness within the supplement industry and with consumers about the valuable role of nurse practitioners in the quest for good health.

“As this country’s healthcare needs continue to evolve, consumers are looking for ways to be proactive with their health, and more and more consumers may find themselves turning to a nurse practitioner. We know from research from the ‘Life...supplemented’ Healthcare Professionals Impact Study that nurse practitioners both personally use and professionally recommend dietary supplements as part of a healthy lifestyle. These factors make it important for our industry to support the professional organization for nurse practitioners and for us to work with them to further educate the public about nurse practitioners,” said Steve Mister, president and CEO, CRN. “We are proud to be a contributing sponsor of the American Academy of Nurse Practitioners Foundation and would encourage others in the supplement industry to do the same.”

“Nurse practitioners are well educated, highly trained and committed healthcare professionals who offer excellent care and service to their patients,” said Kay Todd, executive director, American Academy of

Nurse Practitioners Foundation. “They understand that dietary supplements are an important mainstream component of overall wellness, taken by millions of Americans every year. We would like to work with the dietary supplement industry to further educate nurse practitioners about all aspects of dietary supplements.”

As part of the CRN/AANP/AANPF initiative, CRN will add information to its website, including fact sheets and press releases providing consumers with more information about nurse practitioners and the services they offer. A recent survey conducted by AANP found that most consumers had direct contact or knew someone who had direct contact with a nurse practitioner, yet most were still unaware of the services provided. “Our goal will be to work with AANP and AANPF as part of its own outreach efforts to elevate awareness of nurse practitioners and the important healthcare services they provide consumers,” said Mr. Mister. “We want consumers to know nurse practitioners can be a trusted source of health information.” According to survey results from the 2009 "Life...supplemented" Healthcare Professionals Impact Study, 87 percent of nurse practitioners agreed that dietary supplements can play an important role in improving or maintaining the health of their patients. Additionally, 100 percent of nurse practitioners surveyed reported having a conversation about supplements with a patient, including 55 percent who indicated that they had initiated the conversation. Said Mr. Mister, “This tells us nurse practitioners are playing an active, important role with consumers. As consumers seek ways to improve their overall health, they will likely look to their nurse practitioner to help determine which supplements are right for them. We appreciate that nurse practitioners are prepared to engage their patients in meaningful dialogue on the subject of being healthy, and because of that we expect these healthcare providers will continue to take an increasingly vital and visible role in modern medicine. We are pleased to be in a position to utilize our resources for the benefit of AANPF.”

To learn more about the American Academy of Nurse Practitioners or the American Academy of Nurse Practitioners Foundation, please visit AANP and AANPF on the web at <http://www.aanp.org> and www.aanp.org/foundation. AANPF is an associate member of CRN. To learn more about CRN, visit www.crnusa.org.

The American Academy of Nurse Practitioners (AANP) is the oldest and largest national professional organization for nurse practitioners (NPs) of all specialties. Through individual and group memberships, AANP represents the interests of approximately 140,000 nurse practitioners in the country. AANP continually advocates for the active role of NPs as providers of high-quality, cost-effective, comprehensive, patient-centered and personalized healthcare. For more information visit www.aanp.org or to locate a nurse practitioner in your area, go to www.NPfinder.com.

About the AANP Foundation: Conceived by the American Academy of Nurse Practitioners (AANP), the AANP Foundation began operations in March 1998 as an independently incorporated 501(c)(3) philanthropic not-for-profit organization and is the first national foundation supporting NPs of all specialties. The mission of the AANP Foundation is to advance the role of nurse practitioners through the support of education, research and practice for the improvement of the public's health. For more information on the AANP Foundation, visit www.aanp.org/foundation.

The Council for Responsible Nutrition (CRN), founded in 1973 and based in Washington, D.C., is the leading trade association representing dietary supplement manufacturers and ingredient suppliers. CRN companies produce a large portion of the dietary supplements marketed in the United States and globally. Our member companies manufacture popular national brands as well as the store brands marketed by major supermarkets, drug store and discount chains. These products also include those marketed through natural food stores and mainstream direct selling companies. In addition to complying with a host of federal and state regulations governing dietary supplements in the areas of manufacturing, marketing, quality control and safety, our 75+ manufacturer and supplier members also agree to adhere to additional voluntary guidelines as well as CRN's Code of Ethics. Learn more about us at www.crnusa.org.