

# Natural Products Expo West /SupplyExpo 2008

Continues Upward Climb with **Record Attendance**

More than 52,000 retailers, manufacturers, and industry professionals attended the country's largest natural, organic, and healthy products trade show, Natural Products Expo West/Supply Expo 2008 (www.expowest.com), an increase of 11 percent over last year's attendance. In its 28th year, Natural Products Expo West/Supply Expo, produced by New Hope Natural Media, a division of Penton Media, attracted a record 3,392 exhibits to the Anaheim Convention Center in Calif.



Redline

**Whole and Sprouted Grains:** pizza, kid snacks, nutrition bars, dinner rolls, desserts  
**Healthy Omega-3 Fats:** capsules and culinary oils to breakfast and dinner foods  
**Reusable Shopping Bags:** certified organic, hemp, recycled materials and biodegradable  
**Pre- and Pro-biotics:** from vitamin supplement capsules to yogurt snacks, drinks and bars

**Natural and Organic Personal Care:** men's and women's skincare, shea butter products, mineral cosmetics  
**Exotic 'Superfruit'™ Ingredients and Flavors:** man-gosteen, goji berry, yum berry, acai, yerba mate™  
**Healthy Kid-sized Foods:** drinks, snacks and every-thing in-between

New Hope Natural Media (www.newhope.com), a division of Penton Media, Inc., is the leading media resource and information provider for the natural, organic and healthy products industry with print, in-person/event, and e-business products and services. New Hope also produces Natural Products Expo East/Organic Products Expo-BioFach America (www.expoeast.com), Natural Products Expo Asia (www.naturalproductsasia.com), the NBJ Summit (www.nbjsummit.com), the Organic Summit (www.theorganicsummit.com), and the Healthy Foods Conference (www.healthyfood-conference.com). In June 2008, New Hope Natural Media and Supermarket News will launch the Healthy Foods International Exposition and Conference (www.healthyfoodsintl.com) in Dallas, TX.

Penton Media, Inc. is the largest independent business-to-business media company in the U.S., serving more than six million business professionals every month. The company's market-leading brands are focused on 30 industries and include 113 trade magazines, 145 Web sites, 150 industry trade shows and conferences, and more than 500 information data products. Headquartered in New York City, the privately held company is owned by MidOcean Partners and U.S. Equity Partners II, an investment fund sponsored by Wasserstein & Co., LP, and its coinvestors. For additional information on the company and its businesses, visit www.penton.com.

**Gluten-Free:** breads, brownies, cereals, pastas, and snack foods  
**Certified Fair Trade:** personal care products, rice, teas, chocolate, snacks, coffee



Betancourt Nutrition



Rich Gaspari



Dymatize



Himalaya

# REDLINE Princess

**NEW**

A New Breakthrough Designed Especially for Women to Enhance:

- Energy
- Mood
- Fat Loss



\*When combined with increased exercise and a reduced calorie diet. Use only as a dietary supplement. These statements have not been evaluated by the FDA. This product does not intend to diagnose, treat, cure, prevent any disease. ©2008 VITAL PHARMACEUTICALS, INC.