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## **WEIDER ANNOUNCES DAVID GUSTIN TO INCREASE ROLE AS COMPANY CONSULTANT**

Salt Lake City, Utah, March 9, 2004: Weider Nutrition International, Inc. (NYSE: WNI) today announced David Gustin, member of the Weider Nutrition Board of Directors since 1999, has entered into a new consulting agreement with the company which will significantly increase his responsibilities in assisting management to implement company strategy.

Gustin is a principal at AmeriKid Foods LLC, a marketing and development firm for packaged goods, and formerly served as Weider Nutrition's president and chief executive officer. Previously, Gustin held various senior management positions within ConAgra, Inc., and other management positions within Frito-Lay, Inc. and General Foods Corporation. In connection with the significant increase of his consulting activities with the company, Gustin has resigned from the Board of Directors.

"I am excited to be taking on this assignment at Weider Nutrition," stated David Gustin. "I believe my expertise in the food and supplements industry can help management further Weider's leadership position and drive growth in the future."

Bruce Wood, president and CEO, commented, "Dave has been an active director of Weider Nutrition over the past five years. We were fortunate to have him as a member of our Board of Directors, and we are pleased to have him apply his experience as we continue to develop and implement our strategic growth initiatives."

### **About Weider Nutrition**

Weider Nutrition International, Inc. develops, manufactures, markets and sells branded and private label vitamins, nutritional supplements and sports nutrition products in the United States and throughout the world. To learn more about Weider, please visit the Web site [www.weider.com](http://www.weider.com).

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and section 21E of the Securities Exchange Act of 1934, as amended, that are based on management's beliefs and assumptions, current expectations, estimates, and projections. These statements are subject to risks and uncertainties, certain of which are beyond the company's ability to control or predict, and, therefore, actual results may differ materially. Weider Nutrition disclaims any obligation to update any forward-looking statements whether as a result of new information, future events or otherwise.