



## **SCHIFF NUTRITION INTERNATIONAL NAMES SHANE DURKEE SENIOR VICE PRESIDENT, RESEARCH AND DEVELOPMENT**

Salt Lake City, Utah, October 5, 2011: Schiff Nutrition International, Inc., (NYSE: WNI), appointed Shane Durkee Senior Vice President, Research and Development, effective October 3, 2011.

Tarang Amin, president and chief executive officer, stated: "We welcome Shane and believe his proven track record in driving nutritional supplements innovation will contribute significantly to accelerating our new product program and organic growth. Furthermore, his energy, enthusiasm and passion will complement our senior leadership team."

"I am excited to join Schiff Nutrition and help the company build its strong portfolio of brands," stated Durkee. "I look forward to working with the management team to help advance the growth strategy of building premium brands, leading innovation, expanding the channel and geographic footprint of the company, pursuing acquisitions, and driving world-class operations."

Durkee, 39, has over 16 years of consumer products research and development experience in leading teams in innovation, product development and medical science. Most recently, he was the Director, Global Innovation and New Technology at Bayer Consumer Care AG in Basel, Switzerland. In this position, he led product innovation and development within the Nutritional, Dermatologic and Gastrointestinal business units, which had over €2 billion in annual sales. He also served in R&D leadership roles working on Bayer's U.S. branded nutritional business, including One-A-Day®, Flintstones™ and CitraCal®. Prior to joining Bayer, Durkee held R&D leadership roles with TwinLab and Nutraceutical Corporation. Durkee holds a B.S. in Microbiology and an M.B.A. He has served as a member of the Senior Scientific Advisory Council for the Council for Responsible Nutrition and as a science advisory board member at Virgo Publishing.

### **About Schiff Nutrition**

Schiff Nutrition International, Inc. develops, manufactures, markets and distributes branded and private label vitamins, nutritional supplements and nutrition bars in the United States and throughout the world. Schiff's portfolio of well-known brands includes [Schiff Move Free®](#), [Schiff® Vitamins](#), [Schiff MegaRed®](#), [Schiff Mega-D3®](#), [Tiger's Milk®](#), [Schiff Sustenex®](#), and [Schiff Digestive Advantage®](#). To learn more about Schiff, please visit the web site [www.schiffnutrition.com](http://www.schiffnutrition.com).

### **Forward-Looking Statements**

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 that are based on management's beliefs and assumptions, current expectations, estimates, and projections. These statements are subject to known and unknown risks and uncertainties, certain of which are beyond the company's ability to control or predict, and therefore, actual results may differ materially. For example, statements concerning Schiff Nutrition's financial condition, possible or expected results of operations, commercialization of new products, growth opportunities and plans of management are all forward-looking statements. Any forward-looking statements are made pursuant to the Private Securities Litigation Reform Act of 1995 and, as such, speak only as of the date hereof. Schiff Nutrition disclaims any obligation to update any forward-looking

statements whether as a result of new information, future events or otherwise. You are cautioned not to place undue reliance on these forward-looking statements.

Important factors that may cause actual results of Schiff Nutrition to differ materially from those expressed or implied by such forward-looking statements include, but are not limited to: dependence on sales of Schiff Move Free product and the joint care category, dependence on sales of Schiff MegaRed product, dependence on individual customers, adverse publicity or consumer perception regarding our nutritional supplements and/or their ingredients, similar products distributed by other companies or the nutritional supplement industry generally, the impact of competitive products and pricing pressure (including expansion of private label products), the inability to successfully bid on new and existing private label business, the impact of raw material pricing, availability and quality (particularly relating to joint care products and ingredients from third-party suppliers outside the United States, including China), claims that our products infringe the intellectual property rights of others, the inability to enforce or protect our intellectual property rights and proprietary techniques against infringement, the inability to successfully launch and maintain sales (especially in the joint care and omega-3 categories) outside of the United States while maintaining the integrity of the products sold and complying with local regulations, the inability to appropriately respond to changing consumer preferences and demand for new products, the inability to gain or maintain market distribution for new products or product enhancements, including products in the probiotic space, litigation and government or administrative regulatory action in the United States and internationally, including FDA enforcement and product liability claims, the inability or increased cost to obtain sufficient levels of product liability and general insurance, the inability to comply with existing or new regulations, both in the United States and abroad, and adverse actions regarding product formulation, claims or advertising, product recalls or a significant amount of product returns, dependence on a single manufacturing facility and potential disruptions of our manufacturing operations, the inability to find strategic transaction opportunities or the inability to successfully consummate or integrate a strategic transaction (including the inability to successfully integrate the assets recently acquired from Ganeden), the inability to maintain or attract key personnel, interruptions to our information technology systems, control by our principal stockholders, and other factors indicated from time to time in the company's SEC reports, copies of which are available upon request from the company's investor relations department or may be obtained at the SEC's web site ([www.sec.gov](http://www.sec.gov)). These risks and uncertainties should be carefully considered before making an investment decision with respect to shares of our common stock.

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