

**News Release
FOR IMMEDIATE RELEASE**

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Join Nordic Naturals® On March 3rd for the First International Omega-3 Awareness Day

Watsonville, CA (February 24, 2010) Nordic Naturals calls upon world citizens to increase education and promotion of omega-3 essential fatty acids through participation in the first International Omega-3 Awareness Day.

The Invitation: International Omega-3 Awareness Day scheduled for March 3rd was founded by a team of doctors as an invitation to people all over the world, both within the healthcare profession and in the public, to join in the international effort to save and change lives.

The Problem: Omega-3 deficiency is the eighth-highest preventable killer of Americans and more deadly than excess trans fat intake or alcohol use, according to a new study by Harvard University researchers, who determined that there were 72,000-96,000 preventable deaths each year due to this nutrient deficiency.

The Benefits: Research shows that omega-3's support many functions in the body: healthy heart and circulatory system; enhanced joint flexibility; improved immune function; optimal metabolism and body composition; positive mood and well-being; and positive support for the body's natural anti-inflammatory response. To learn about more benefits, visit www.omega3learning.purdue.edu.

The Science: There are currently over 12,520 scientific articles on omega-3 fatty acids with new studies being completed every day. To see the research, go to www.omega-research.com.

What Nordic Naturals Plans to Do: Throughout Retail stores in the United States, the company is planning educational demos along with a radio campaign featuring Nordic Naturals' experts. In addition, there will be in-store promotions and web promotions. Nordic Naturals is offering special surprises on Wednesday, March 3rd for folks that call the toll free number at 800.662.2544.

What Nordic Naturals Has to Say: Bradley West, ND, Nordic Naturals Research Advisor, states, "There is some urgency that world citizens understand the power of these healthy fats. Consider daily supplementation with omega-3 fish oil if you are not already doing so. If you are already supplementing, check to see if you are meeting your daily recommended intake."

What You Can Do: Participate and spread the word. Tell a friend today about the importance of omega-3 fatty acids, enjoy Nordic Naturals fish oils and pass it forward. Call 800.662.2544 for a free sample and literature.

Since 1995, Nordic Naturals has been the industry leader in fish oil supplementation, setting standards of excellence in the areas of purity, freshness, taste, and sustainability. With a reputation for efficacy and potency, Nordic Naturals fish oils and EFA blends are regularly chosen by independent research institutions and universities with 10 peer-reviewed, published scientific studies already completed and more than 30 currently underway. Nordic Naturals offers over 150 products in a variety of flavors, concentrations, and delivery forms. Nordic Naturals continues to deliver on its promise of innovation and quality you can trust. 800.662.2544 or www.nordicnaturals.com.

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