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## **GNC Introduces Clinically Tested ViraBLOC(R)**

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GNC has announced the introduction of its latest immune health product, ViraBLOC(R). ViraBLOC is a clinically tested immune defense product based on patent-pending elderberry extract from HerbalScience Group and is now available nationwide through GNC.

The latest clinical study on ViraBLOC complements other clinical studies on the immune system benefits of elderberry extract. According to Randall S. Alberte, Ph.D., Chief Scientific Officer of HerbalScience Group and one of the authors of the published study, "Our studies on HerbalScience's proprietary elderberry extract have allowed us to identify and characterize the key flavonoids, (plant nutrients with known health benefits), and to verify how the flavonoids provide a benefit in supporting the immune system."

"GNC customers look to us to help them Live Well," said Guru Ramanathan, Ph.D., Senior Vice President of Innovation at GNC. "ViraBLOC's fast-acting soothing lozenges are easy to take. But more than that, ViraBLOC is formulated with patent-pending elderberry extract and backed by the results of a clinical study that demonstrated significant improvements across all measured markers of immune health in only two days compared to a placebo."

"ViraBLOC is the right product at the right time," said Beth Kaplan, GNC President and Chief Merchandising/Marketing Officer. "Elderberry extract has been recognized as a natural boost to the immune system for hundreds of years. What GNC has done is provide these benefits in an easy-to-take lozenge form that incorporates a clinically proven, patent-pending ingredient."

### About GNC

GNC, headquartered in Pittsburgh, Pa., is the largest global specialty retailer of nutritional products including vitamin, mineral, herbal and other specialty supplements and sports nutrition, diet and energy products. As of June 30, 2009, GNC has more than 6,700 locations, of which more than 5,300 retail locations were in the United States (including 936 franchise and 1,756 Rite Aid franchise store-within-a-store locations) and franchise operations in 45 international markets. The Company - which is dedicated to helping consumers Live Well - also offers products and product information online at [www.gnc.com](http://www.gnc.com).

### About HerbalScience Group

HerbalScience Group is a privately-held life sciences company headquartered in Naples, Florida, with facilities in Singapore. HerbalScience is engaged in the discovery, development, manufacture, and marketing of proprietary botanical compounds for human health in the U.S. and international markets. The company has prominent alliances with prestigious university laboratories and prominent researchers in the U.S., as well as research institutions in China. For more information, please visit [www.herbalsciencegroup.com](http://www.herbalsciencegroup.com).