



PRESS RELEASE
FOR IMMEDIATE RELEASE

Douglas Laboratories® Chosen As the #1 Healthcare Practitioner Brand in ConsumerLab.com Survey



PITTSBURGH, Pa., February 21, 2013 – [Douglas Laboratories®](http://www.douglaslabs.com), the trusted choice of healthcare professionals for superior quality, science-based nutritional supplements for more than 50 years, has been named the #1 Healthcare Practitioner Brand in the United States for consumer satisfaction based on the 2013 [ConsumerLab.com](http://www.ConsumerLab.com) Survey of Vitamin & Supplement Users . A yearly survey completed by Consumer Lab’s e-newsletter subscribers determined the top-rated vitamin and supplement brands and supplement merchants for 2013 based on consumer satisfaction.

“The Douglas Labs team is thrilled to have been chosen as the top rated healthcare practitioner brand by customers who are benefiting from our products,” says Tim Monk, Douglas Labs Senior Vice President of Sales & Marketing. “We will use this feedback as a way to connect and listen to our customers to continue to improve and grow the Douglas Labs brand.”

Each year, ConsumerLab.com surveys its free e-newsletter subscribers about the vitamins and supplements they use. Consumers’ answers help guide ConsumerLab.com’s choice of supplements to test and result in a comprehensive 130-page survey report. The survey was fielded in November 2012. Over 10,000 supplement users reported their satisfaction with 1,438 brands and 851 supplement merchants. In the report responses are analyzed by respondent age, gender and level of supplement use.

For more information about the survey got to www.consumerlab.com/survey2013. For further information on Douglas Laboratories visit [douglaslabs.com](http://www.douglaslabs.com).

ABOUT DOUGLAS LABORATORIES®

A business unit of Atrium Innovations Inc. [TSX: ATB], [Douglas Laboratories®](http://www.douglaslabs.com), the trusted choice of thousands of healthcare professionals for over 50 years, is at the forefront of the nutritional health industry, proudly researching, developing and manufacturing superior quality, science-based supplements that help people improve their health. Douglas Laboratories provides added insurance of

multiple domestic and international GMP certifications, including ISO-9001 Certification and ISO-17025 Accreditation for in-house laboratories, as well as NSF International Registration. Douglas Laboratories currently offers over 600 branded products. Douglas Laboratories distributes worldwide, with its headquarters located in Pittsburgh, Pennsylvania, USA. For additional information, please visit www.douglaslabs.com.

ABOUT ATRIUM INNOVATIONS

[Atrium Innovations Inc.](http://www.atrium-innovations.com) is a globally recognized leader in the development, manufacturing, and commercialization of innovative, science-based dietary supplements available mainly through healthcare practitioners and health food and specialized stores. Atrium has over 1,100 employees and operates seven manufacturing facilities. Additional information is available at www.atrium-innovations.com.

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