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FOR IMMEDIATE RELEASE

**CapitalValue Advisors Represents Natural Dynamics LLC in  
Acquisition by Wellnext LLC**

DENVER (2016) – CapitalValue Advisors (“CVA”) is pleased to announce the acquisition of Natural Dynamics, LLC (“Natural Dynamics”) by Wellnext, LLC (“Wellnext”). CVA served as the exclusive financial advisor to Natural Dynamics. “The client counted on us to guide them through the normal deal issues as well as the complicated issues of the HSR filing and an employee bonus program,” said David Tolson, Managing Director for CVA. “By aligning them with WellNext in this transaction, Natural Dynamics customers, employees, and shareholders are poised to continue their phenomenal growth. We are confident they will further enhance the lives of individuals who take their products and expand their position as the leading brand in the natural supplements sector.”

Founded in 1982, Natural Dynamics ([www.naturalvitality.com](http://www.naturalvitality.com)) is an Austin-based international purpose-driven company committed to healthier and happier living. Owned and operated by partners Ken and Susan Whitman and Justin and Shila Farmer, Natural Dynamics has developed a line of bestselling supplements based on research and formulated to produce a noticeable result. For a decade, Natural Dynamics has enjoyed a double digit compound annual growth rate and built the category leading magnesium product Natural Calm®.

“We are thrilled to join WM Partners and Wellnext. Together we’ll be able to reach more customers with a broader suite of products, thanks to improved innovation and manufacturing capabilities,” said Justin Farmer, CEO of Natural Dynamics and future president of the Natural Vitality brands. “We are so very pleased with the service, expertise and guidance provide by the CVA team and could not have found a better firm to represent us. Their ability to confidently plan and execute a transaction process that drove value while paying attention to ensuring that our needs in a partner were met was amazing. We are so excited for what this new chapter will bring to our company, our customers and our team.”

“Our community will greatly benefit from this partnership,” said Ken Whitman, president of Natural Dynamics and future Chief Creative Officer for Natural Vitality. “WM Partners, together with Wellnext combine business expertise with the human touch that we needed in a partner to take our mission through the next stage.”

The transaction was granted early termination of the waiting period under Hart-Scott-Rodino Antitrust Improvements Act of 1976 and closed on April 29, 2016.

For more information about the transaction, please contact David Tolson at (720) 733-0400 or david@capitalvalue.net.

### **About CVA**

CVA, a member of FINRA, provides middle-market investment banking services, including mergers and acquisitions advisory, corporate advisory, business valuation and private capital formation. They are committed to their mission to make being an entrepreneur as rewarding as possible. For more information, visit [www.capitalvalue.net](http://www.capitalvalue.net) or call (720) 733-0400.

The testimonials contained in this press release may not be representative of the experience of other clients and are no guarantee of future performance or success.

### **About Wellnext**

Wellnext LLC family of brands delivers research-backed nutritional supplements for every consumer life stage. Anchor brands within the Wellnext portfolio include Nature's Products, Inc., (NPI) a GMP certified manufacturer with 30 years of leadership in supplement manufacturing, Rainbow Light® a premier natural channel brand and creator of the food-based supplement category, Champion Nutrition®, a leader in the sports nutrition category and Blessed Herbs®, a founding innovator in cleansing and detoxification. Other hallmark brands include Iceland Health®, Nutri-Health Supplements®, Sedona Labs®, Sedona Pro®, Vitamin Research Products®, True Health™, Health Resources™, Vital Style®, Stop Aging Now® and Natural Vitality®. Guided by three generations of family heritage, Wellnext is committed to the highest standards of corporate social responsibility including product quality and purity testing, sustainability practices and corporate giving programs, to help foster a vibrant state of health in families everywhere.