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**NEWS RELEASE**

**NATURE'S AGAVE EXPANDS DISTRIBUTION TO INCLUDE GNC  
RETAIL STORES NATIONWIDE**

***100% Organic and Premium Agave Nectar Brand Now Available at one of the  
World's Leading Retailers of Health and Wellness Products***

**SAN DIEGO (November 7, 2011)** – Nature's Agave Inc., today announced that its agave nectar products are now available at GNC stores nationwide. GNC Holdings, Inc. (NYSE: GNC), is a leading global specialty retailer of nutritional products, and is the largest company of its kind devoted exclusively to helping its customers improve the quality of their lives. Nature's Agave's iconic, brightly-colored bottles are now hitting GNC's shelves in more than 1,000 stores, marking a game-changing milestone as it continues to expand into the health and fitness channels.

"GNC takes a rigorous approach to seek out the highest quality when selecting new products to carry," said Tom Dowd, EVP, Chief Merchandising Officer and General Manager of GNC Holdings, Inc. "Not only does the Nature's Agave brand offer complimentary, low-glycemic sweeteners for our line of protein powders and nutritional supplements for healthy smoothies – but these products also meet our criteria for exceptional taste and quality."

Made from 100 percent certified organic Weber Blue Agave, Nature's Agave's premium agave nectars include **Clear**, **Amber** and **Raw** varieties, each exhibiting a distinct flavor profile and use. All of Nature's Agave nectars are Kosher-certified, naturally gluten-free and vegan, and very low on the glycemic index. Nature's Agave's products are produced organically without enzymes, chemicals or additives, and are double lab tested and bottled in California for purity.

"Partnering with the retail leader in the health and wellness category is a thrilling step for Nature's Agave, as we continue to expand our footprint as the preferred agave nectar brand among consumers," said Stew Duncan, co-founder of Nature's Agave. "Our premium products are a perfect fit for health-conscious GNC customers looking to lower the sugar calories in protein shakes and other recipes as a part of their healthy lifestyle."

Nature's Agave's retail distribution spans a variety of major grocery channels, specialty stores and online retailers in the United States, China, South Korea, the Caribbean, and Australia.

*Nature's Agave Now Available Nationwide at GNC*

Please visit [www.naturesagave.com](http://www.naturesagave.com) to learn more about the company, locate specific retailers, and discover an assortment of delicious and healthy recipes for smoothies, main dishes, desserts and more!

**About Nature's Agave, Inc.**

Founded in 2009, Nature's Agave Inc. is an organic, agave-based food and beverage company with passion and purpose. Based in Encinitas, Calif., Nature's Agave promotes healthier nutrition through a variety of distinct and delicious agave-based products, including its retail line of premium agave nectar syrups, and as a supplier of organic agave syrups, powders and inulin to foodservice and food and beverage companies.

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