



Nature's Way Partners With Epsilon For 'Healthful' Customer Relationships

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Epsilon to Serve as Digital Agency of Record and Provide CRM Marketing Services to Deepen Customer Relationships and Enhance Customer Experience for Leading Dietary Supplements Brand

Headquartered in Green Bay, WI, Nature's Way was founded in 1969 and has been at the forefront of the herbal health industry. An early leader in educating consumers and retailers on the effectiveness and safety of herbal supplements, Nature's Way strives to promote better health through the power of nature. As the first major U.S. dietary supplement company to be certified as an organic processor, Nature's Way offers an extensive range of health-promoting products that have been carefully scrutinized and tested, including brands such as Alive, CalmAid, Ginkgold, Primadophilus, Pearls, Remifemin and more.

Under the terms of the agreement, Epsilon will serve as the digital agency of record for Nature's Way across a number of brands including Remifemin, Liquid Glucosamine, Liquid Fiber, Pearls, Fortify and more. Services will include integrated digital marketing services such as website development and optimization, search strategy, social media support, video content strategy and shopper marketing to drive in-store experience in retailers such as Walmart, Walgreens and Costco, as well as digital shopper experience on Amazon.com. The engagement will include strategy and creative services, informed by Epsilon's deep data assets and consumer insights, to enhance customer relationships and drive sales of Nature's Way products.

Epsilon will also partner with Nature's Way to develop a multi-brand CRM strategy as well as associated creative and content to build deeper engagement with customers across marketing channels such as email, mobile and the web. Epsilon will build a comprehensive CRM database to house all customer and prospect information for a 360-degree view of the customer. Epsilon will also help grow the CRM database through customer acquisition strategies across online advertising, paid search and educational content.

"We are excited to work closely with Epsilon to better understand our customers across a variety of marketing channels and reach them with more meaningful content that will engage and build long-lasting relationships," said Stewart Brennan, senior vice president of marketing at Nature's Way. "Epsilon offers the rare combination of insights, technology, strategy and creative that will enable Nature's Way to help more customers achieve a healthy lifestyle."

"Nature's Way has a long and successful history, and has been at the forefront of its industry for decades. With all of the changes in the way that consumers engage with brands, now is an optimal time to invest in the digital space and obtain a comprehensive view of the customer to deliver one-to-one marketing that resonates and drives measurable results," said Bryan Kennedy, chief executive officer of Epsilon. "Nature's Way is committed to leveraging the tools, data and strategy required today to drive engagement and experience for their customers, and we are thrilled to partner with them to drive measurable results for its business."

About Nature's Way

A pioneer in herbal supplements, Nature's Way® is one of the most recognized and trusted consumer brands of dietary supplements. Nature's way is known for its expansive line of whole herbs, standardized extracts, vitamins & minerals, and homeopathic remedies. Nature's Way® products include brands such as Alive!® multi-vitamins, Umcka® Cold Care, Sambucus®, and Primadophilus® probiotics. They offer over 600 premium nutritional and natural products. For more information visit www.naturesway.com.

About Epsilon

Epsilon is the global leader in creating connections between people and brands. An all-encompassing global marketing company, we harness the power of rich data, groundbreaking technologies, engaging creative and transformative ideas to get the results our clients require. Recognized by Ad Age as the #1 World CRM/Direct Marketing Network and #1 U.S. Agency from All Disciplines, Epsilon employs over 7,000 associates in 70 offices worldwide. Epsilon is an [Alliance Data](#) company. For more information, visit www.epsilon.com, follow us on Twitter [@EpsilonMktg](#) or call 1.800.309.0505.

About Alliance Data

Alliance Data® (NYSE: ADS) and its combined businesses is a leading global provider of data-driven marketing and loyalty solutions serving large, consumer-based industries. The Company creates and deploys customized solutions, enhancing the critical customer marketing experience; the result is measurably changing consumer behavior while driving business growth and profitability for some of today's most recognizable brands. Alliance Data helps its clients create and increase customer loyalty through solutions that engage millions of customers each day across multiple touch points using traditional, digital, mobile and emerging technologies. An S&P 500 company headquartered in Dallas, Alliance Data and its three businesses employ approximately 12,000 associates at more than 80 locations worldwide. Alliance Data was named to *FORTUNE* magazine's 2014 list of [World's Most Admired Companies](#).

Alliance Data consists of three businesses: Alliance Data Retail Services, a leading provider of marketing-driven credit solutions; Epsilon®, a leading provider of multichannel, data-driven technologies and marketing services; and LoyaltyOne®, which owns and operates the AIR MILES® Reward Program, Canada's premier coalition loyalty program. For more information about the company, visit our website, www.alliancedata.com, or follow us on Twitter via [@AllianceData](#).

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