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For Immediate Release

NAVARRO UNVEILS *VIDA MIA* FIRST BILINGUAL PRIVATE LABEL BRAND

Miami, FL. – April 18, 2011 – Navarro Discount Pharmacy, the largest Hispanic-owned drugstore chain in the U.S., and an MBF Healthcare portfolio company, has unveiled *Vida Mia*, their own private label brand of Hispanic products across a wide range of categories including over-the-counter, household, beauty, food, body and baby.

“Having bilingual product packaging allows us to continue satisfying our loyal customer base and reach out to new customers as well,” said Steve Kaczynski, CEO of Navarro Discount Pharmacy. “Customers accustomed to coming to Navarro for both value and quality will find that and more in the *Vida Mia* brand.”

Believed to be the first brand in the U.S. targeting Hispanics across all categories, *Vida Mia (My Life)* product packaging will be bilingual in English and Spanish. *Vida Mia* is being launched under Magellan Distribution Solutions LLC, a wholesale and export company, and a wholly owned subsidiary of Navarro Discount Pharmacy. The new private label products, launching in late summer 2011, will completely rollout to all 28 Navarro Store locations and three additional locations scheduled to open within the next 3-6 months. Navarro’s marketing campaign for the launch of the *Vida Mia* brand includes in-store product sampling and coupon offers.

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In addition to the store rollout, the *Vida Mia* brand will also be made available on a wholesale basis and online via e-commerce (in approximately 4-6 months). Navarro will offer the *Vida Mia* label as a license program to other retailers around the country who have a strong Hispanic customer base. For more information on licensing or manufacturing opportunities, contact Ed Sacks at: esacks@navarro.com.

The *Vida Mia* product categories include:

- Mi Casa (Home) – Household and kitchen items, coffee cups, paper goods.
- Mi Cuerpo (Body) – Soap, shampoo and lotions.
- Mi Salud (Health) - Over-the-counter (OTC) health items and equipment.
- Mi Bebe (Baby) – Diapers and baby items.
- Mi Belleza (Beauty) – Make up, cosmetics and beauty accessories.
- Mi Sabor (Taste) - Coffee, plantain chips, cookies, rice, sugar, other food.

Headquartered in Miami, Navarro Discount Pharmacy was founded in Havana, Cuba in 1940 and opened its first store in the U.S. in 1961. With 28 existing store locations, and three under construction, Navarro is the largest Hispanic-owned drugstore chain in the U.S. As a community pharmacy, the stores cater to Hispanic and ethnic markets and further differentiate themselves by offering many products and services that are not found in traditional drugstores such as wireless phones, designer fragrances, a large assortment of OTC and vitamins/supplements and in-store health screenings as part their Wellness Wednesday program. For more information, visit www.navarro.com.

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