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**For Immediate Release**

## **NAVARRO DISCOUNT PHARMACY OPENS ITS 30<sup>TH</sup> STORE IN HOMESTEAD**

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Miami, FL. – December 1, 2011 – Navarro Discount Pharmacy, the largest Hispanic-owned pharmacy chain in the U.S. and an MBF Healthcare portfolio company, has opened its 30<sup>th</sup> store at 2614 NE 10<sup>th</sup> Court in Homestead in the Homestead Pavilion Shopping Center.

“Due to the strength of the Navarro brand in the Hispanic community, the new Homestead store, our southernmost store, has had excellent traffic and higher than normal opening sales,” said Juan Ortiz, CEO, Navarro Discount Pharmacy. “There is a tremendous need locally for a community pharmacy such as Navarro and a lot of pent up demand.” As part of Navarro’s 22-store expansion strategy, the next store opening after Homestead is Pembroke Pines in Broward County in the spring of 2012.

Attending the ribbon cutting ceremony and grand opening were City of Homestead Mayor Steven Bateman, Vice Mayor Jon Burgess and Greater Homestead/Florida City Chamber of Commerce Chairman of the Board Linda Hicks. The first 200 customers received a *free* Navarro reusable bag filled with product, there was *free* product sampling throughout the day and special ‘2 for 1’ product offers and every day Navarro low pricing. Representatives from Florida Health College, Dade Medical

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College and the American Heart Association staffed tables and administered *free* vascular, glucose and vitals screenings for customers.

“We’re proud of the fact that all of the new employees hired for the Homestead store are local residents,” said Javier Fernandez, Homestead Store Manager. “We are very grateful to the City of Homestead for assisting us with recruiting and with our job fair earlier this year.”

For added convenience and improved customer service, the pharmacy department has been moved to the front of the new 11,280 square foot store. The store layout features new colors and enhanced signage in English and Spanish, wider aisles, a larger fragrance section with added light boxes and more products in the refrigerated food and dairy section. Navarro’s unique services for customers include a Pediatric window for busy parents, Compounding pharmacy services, a free Diabetes Club for adults and children with diabetes and free prescription delivery for all customers.

Navarro’s shelves in Homestead are stocked with ethnic products for the Mexican community including Jumex nectars, an extensive variety of chili peppers, piñatas and Hispanic products from Goya and Gamesa. Their signature products for Hispanics also available in the Homestead store include Café La Llave Espresso coffee and Fabuloso multi-purpose cleaner plus popular brands such as Valentini, El Sembrador and La Fe. Navarro’s new *Vida Mia* private label brand products, with labels in English and Spanish, are also available in the store.

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 30 existing store locations, and three under construction, Navarro is the largest Hispanic-owned drugstore

Homestead Store Grand Opening

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](http://www.navarro.com).

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