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For Immediate Release

**NAVARRO UNVEILS *VIDA MIA* PRODUCT LINE
FIRST BILINGUAL PRIVATE LABEL BRAND
AT THE PRIVATE LABEL MANUFACTURERS
ASSOCIATION ANNUAL TRADE SHOW**

Miami, FL. – November 22, 2011 – Navarro Discount Pharmacy, the largest Hispanic-owned drugstore chain in the U.S., and an MBF Healthcare portfolio company, unveiled *Vida Mia*, their new private label brand of Hispanic products, at the Private Label Manufacturers Association (PLMA) Annual Trade Show November 13-15, 2011 in Chicago. Navarro was invited to participate in the Latino Markets section of the Show displaying new Hispanic-oriented store brand products from retailers. The 2011 theme of the show was *'It's a Store Brands World'*.

“Having a solely Hispanic focused brand such as *Vida Mia* with bilingual product packaging will allow us to better cater to our market which lacks culturally relevant products which appeal to this growing and diverse population. We will also continue satisfying our loyal customer base, who were instrumental in developing this brand and come to Navarro for both value and quality,” said Juan Ortiz, CEO of Navarro Discount Pharmacy. “We have also received strong interest to date from retailers in Texas, California and Latin America, with strong Hispanic customer bases who wish to buy the *Vida Mia* products on a wholesale basis.”

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Vida Mia (translated My Life) is the first brand in the U.S. targeting Hispanics across a wide range of categories including over-the-counter, household, beauty, food, body and baby. With bilingual product packaging 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, with more than 300 SKUs, will roll out soon to all 30 Navarro Discount Pharmacy store locations in Miami. Navarro's marketing campaign for the launch of the *Vida Mia* brand includes in-store product sampling and coupon offers.

In addition to the store rollout, the *Vida Mia* brand will also be made available on a wholesale basis and online via e-commerce at www.Navarro.com. 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 such as bleach, batteries, appliances, coffee cups and paper goods.
- *Mi Cuerpo (Body) – Soap, shampoo and lotions.
- *Mi Salud (Health) - Over-the-counter (OTC) health items and equipment such as blood pressure and glucose monitors.
- *Mi Bebe (Baby) – Diapers and baby items.
- *Mi Belleza (Beauty) – Make up, cosmetics, nail polish and beauty accessories.
- *Mi Sabor (Taste) - Coffee, plantain chips, cookies, rice, sugar, other food.

"We were honored to have been asked to showcase *Vida Mia* at the PLMA Trade Show, with its members and strategic partners. The *Vida Mia* brand is truly a reflection of the Hispanic culture and gives us a unique channel to connect with Latinos of all ethnicities," said Jose Alvarez, Vice President of Retail Merchandising of Navarro Discount Pharmacy. The 2011 PLMA Trade Show featured more than 2,000 exhibit

Vida Mia Unveiled at PLMA 2011 Trade Show

booths, featuring food, snacks and beverages, household and kitchen products, general merchandise, and health and beauty. Exhibitors ranged from large, well-known store brand makers to small and medium-size companies. More than 35 countries were represented on the show floor, including 10 national pavilions. For more information, visit www.plma.com.

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 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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