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FOR IMMEDIATE RELEASE

Natural Rx Brokers Partners with WhiteDove Herbals

Master Broker Specializing in the Natural, Organic and Pharmaceutical Industries Expands Portfolio to Include WhiteDove Herbals, formulator and manufacturer of high quality, efficacious, organic and wild-crafted herbal wellness products

February 12th, 2008, Boulder, CO – Natural Rx Brokers, a master brokerage firm that specializes in securing natural and organic health products into chain drug stores, regional and independent pharmacy markets, natural sections of mass market and traditional natural foods retailers, has expanded its portfolio to include WhiteDove Herbals, formulator and manufacturer of high quality, efficacious, organic and wild-crafted herbal wellness products.

Natural Rx Brokers is charged with expanding retail distribution for WhiteDove Herbal's unique line of wellness products that include:

- The recently introduced **Naturight**, an over-the-counter natural antacid with calcium and herbs that has proven long-term gastro intestinal health benefits and aids in the treatment of acid indigestion, acid reflux, heartburn and sour stomach ;
- **PowerBite** a sugar-free gum that is sweetened with xylitol, which is recommended by the American Dental Association to prevent cavities, stop bacterial growth and inhibit plaque build up;
- **Single-serve herbal elixir formulas**, which are effective, safe alternative remedies that provide instant relief for common ailments such as cough and cold, nervous tension, fatigue, upper respiratory problems and sleeplessness.

"This partnership provides the opportunity for WhiteDove Herbals to leverage Natural Rx Broker's unique strengths," said John Hay, Founder and CEO, WhiteDove herbals. "Our line of wellness products is perfectly suited for the mass natural and pharmaceutical channels and we're confident Natural Rx Brokers can help us build a strong presence among discerning and educated consumers who look to pharmacies/pharmacists for

helpful information that will enable them to improve their overall health and wellness.”

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Hay founded WhiteDove Herbals in January 2006. After acquiring Homegrown Herbals, an herbal manufacturing company specializing in medicinal herbal extracts, Hay began to explore ways to make herbal wellness products acceptable and available to everyone. To that end, he formed WhiteDove Herbals with the mission of creating herbal alternatives to everyday products that are free of chemicals, synthetic materials, preservatives, or other harmful ingredients. WhiteDove Herbals' mission is to provide high-quality, safe and effective herbal wellness products at an affordable price.

WhiteDove Herbals' products are crafted using organic and ethically wildcrafted herbs under the guidance of Linda Whitedove, lead herbalist and product formulator. Linda has more than 30 years of experience as an herbal practitioner and medical herbalist, combining the ancient knowledge of herbal therapeutics with the most current medical research available to date.

“Many consumers are increasingly concerned about their overall health and well-being and are looking to improve both through natural and herbal remedies and complementary and alternative medicine (CAM). WhiteDove Herbals has an incredible line of wellness products that delivers exactly what these consumers are looking for,” said Parry Andvik President of Natural Rx Brokers. “My firm’s expertise in the natural, organic and Pharmaceutical industries enables WhiteDove to reach its core consumers in the places where they seek health and wellness advice and expertise.”

For more information please visit <http://www.whitedoveherbals.com> or <http://www.naturalrxbrokers.com>.

Natural Rx Brokers, headquartered in Boulder, CO, specializes in traditional and premium retail brokerage services including specializing in the natural, specialty, pharmacy, club and grocery markets. The team helps its clients manage sales regionally, nationally and internationally; serves as a master broker that establishes and manages teams of national brokers; develops and presents sales presentations to corporate buyers and category managers; places products into distribution and establishes vendor direct ordering programs; provides full-service sales and marketing solutions; arranges promotional events and in-store demonstrations and trains retail staff.

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