

Nutrition House and Planet-Tek Systems Partner for Interactive In-Store Digital Signage Program

MARKHAM – May 12, 2010 – Nutrition House, one of Canada’s largest natural health retailers and Planet-Tek Systems, a leading Canadian digital communications provider, are pleased to announce they have signed a 5-year exclusive agreement for The Marketplace Station™ in-store digital signage program.

“This is an exceptional partnership that leverages the core capabilities of both organizations to the benefit of our customers”, states Wayne Parent, President and CEO of Nutrition House. “We want to connect our 60 plus locations together under a unified communication program that focuses on product education, helping both our advisors and customers learn more about the natural health products available, ultimately helping us sell more products to consumers while at the same time reducing our dependency on printed marketing brochures”. he added.

The Marketplace Station program, originally launched in 2008 at Whole Foods Market locations in Ontario has already expanded to 30 natural health retailers across Canada in 2010 and is sponsored by some of the top brands in the industry. By collaborating with the top retailers and brands, Planet-Tek is striving to offer the most resourceful digital communication program in the natural health industry.

“We are taking digital signage to another level by making relevant product information in the natural industry directly accessible in-store” says George Andreoglou, President of Planet-Tek Systems. Our program delivers relevant product information through an easy use interactive touch screen application. By including on-demand barcode scanning, everything is measurable. Interactive data is reported back the retailer and the brands in order to heighten their knowledge about what consumers are searching for.”

Expansion of the program across Nutrition House locations is planned for January 2011.

About Planet-Tek Systems and The Marketplace Station™

The Marketplace Station™ concept is owned and managed by Planet-Tek Systems. The company is privately-held in Ontario, Canada. Since 2002 Planet-Tek Systems, has been specialist in managed digital programs for small and medium sized businesses and over time has built a trusted reputation in the IT industry. Planet-Tek Systems will be expanding its managed digital communication services with leading natural health retailers in order to provide marketers the ability to connect with consumers and staff representatives in a more efficient manner.

Learn more at www.themarketplacestation.com

About Nutrition House Canada

Nutrition House was founded in 1979 on the wellness lifestyle of Amelia Domingez and her children Lilian and Aldo. They began franchising outlets in 1993, extending nationwide their commitment to the health of Canadians. Today, over 60 Nutrition House stores are located in enclosed shopping centres across Canada, each with a mission is to “Lead and Foster Well-being Responsibly”. Nutrition House has built its reputation on quality, knowledge and service.

Learn more at www.nutritionhouse.com

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