



FACT SHEET

General Nutrition Center Holdings, Inc.

- General Nutrition Center Holdings, Inc. (GNC) is the leading international retailer of nutrition supplements, primarily selling vitamins, minerals, dietary supplements, and sport nutrition products.
- The company, started in 1935 as a health food store in downtown Pittsburgh and is still headquartered there.
- GNC operates through three segments: retail, franchise and wholesale.
- As of March 31, 2013, GNC has more than 8,200 locations.
- GNC's locations are primarily located within the United States with the remaining franchise operations located throughout 55 countries.
- In April of 2011, GNC became a publically traded company, operating on the New York Stock Exchange under the symbol "GNC."
- As of October 2013, GNC's revenue is \$2.43 billion.
- GNC's revenue and company growth result from company-owned retail stores, licensed franchises (nationally and internationally), third party contract manufacturing, corporate partnership, and e-commerce.
- GNC offers breadth and depth in their product mix, which is focused on premium, value-added products that undergo the highest level of product labeling and safety testing.
- GNC proprietary brands include Mega Men®, Ultra Mega®, Total Lean®, Pro Performance®, Pro Performance® AMP, Beyond Raw®, and under third party brands.
- GNC supports various philanthropic organizations locally and nationally through monetary and product donations, as well as employee volunteerism.
- Most recently as of October 2013, GNC has partnered with the National Alliance to End Homelessness for the Live Well and Off the Streets campaign.
- GNC also supports the St. Jude Thanks and Giving Campaign, United Way, GNC Military Division Sponsorships, Vitamin Angels Alliance, Women's Health Initiatives, the Leukemia & Lymphoma Society, Men's Health Initiatives, and National Strength and Conditioning Association.
- GNC is dedicated to helping consumers at any fitness level, 'Live Well'.

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