

News release

NESTLÉ HEALTH SCIENCE ANNOUNCES BOOST® COMPLETE NUTRITIONAL DRINKS FLORIDA SAMPLING TOUR

Helping Age 65+ Adults Stay Strong and Active via Good Nutrition

[Florham Park, New Jersey] March 28, 2012 – Senior Floridians who want to improve their nutrition should keep an eye out for the BOOST® van touring the region. The van is traveling throughout the Sunshine State to give seniors a chance to try BOOST® Complete Nutritional Drinks and get a free nutrition screening during the *2012 BOOST® Complete Nutritional Drinks Florida Sampling Tour*. The tour, which started in January and ends May 10, includes stops in Miami, Orlando, Tampa, Jacksonville and other cities.

The BOOST® tour stops at senior expos and venues such as farmers' markets, golf courses and senior centers. Experienced Health Care Professionals give away samples of BOOST® Drinks in various flavors and formulations, and answer consumers' questions about BOOST® products. Consumers can also find out which BOOST® formulation best meets their specific nutritional needs depending on dietary intake, medical conditions and other challenges.

Each tour event includes a variety of ways for consumers to get involved. They can take the "BOOST® Versus Ensure® Taste Test," try the "Which BOOST® is Right for You" iPad app and watch BOOST® commercials and educational programs on television screens. Giveaways include BOOST® coupons and \$25.00 Walmart gift cards. As an extension of the tour, Nestlé Health Science is partnering with Walmart to sample BOOST® nutritional drinks at more than 70 Florida Walmart stores. Every location is giving away coupons, educational materials and BOOST® reusable tote bags.

"We are excited to bring the BOOST® Sampling Tour to senior communities in Florida," said David Yates, Regional Business Head for Nestlé Health Science's North American HealthCare Nutrition business. "It is an opportunity for seniors to learn about how our products can benefit them and have fun at the same time. Our whole purpose is to educate and inspire people to stay on the path to healthy living."

As nutrient-rich beverages, BOOST® Complete Nutritional Drinks are a convenient way to increase intake of protein, vitamins, minerals and calories. BOOST® products come in three tasty flavors – chocolate, vanilla and strawberry – and carry a money-back Great Taste Guarantee.*

Learn more about BOOST® Complete Nutritional Drinks at <http://www.boost.com>.

*Offer only applies to the purchase of one (1) BOOST® Original or High Protein Complete Nutritional Drink 6 pack made between January 1, 2012 and March 31, 2012. LIMIT ONE REFUND PER NAME, ADDRESS OR HOUSEHOLD. Additional terms and conditions apply. Visit <http://www.boost.com/tasteyoulove> for more information.

About Nestlé Health Science

Nestlé Health Science offers nutritional solutions for people with specific dietary needs related to illnesses, disease states or the special challenges of different life stages. Nestlé Health Science, a wholly owned subsidiary of Nestlé S.A., became operational on January 1, 2011 and has worldwide headquarters in Lutry, Switzerland. For more information, visit www.nestlehealthscience.com.

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