



Nourishing the Potential of Mind and Body™

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Supplements as One of Her Top Five Bonus "12 Days of Giveaways"

Talk Show Host Encourages Audiences to Start the New Year on the Right Nutritional Path by Featuring Supplements such as Melatonin, AcaiBerry, and "Easy-C(R)".

CHATSWORTH, Calif., Jan 04, 2012 (BUSINESS WIRE) -- The "Year of the Supplement" has officially begun, as leading celebrity talk show host Ellen DeGeneres has chosen products from Natrol, Inc. - a global leader in the nutrition industry, and a premier marketer, manufacturer and distributor of nationally branded nutritional products - as one of her top five "12 Days of Giveaways" bonus items.

The Natrol products were gifted to the studio audience as a surprise along with a package from Whole Foods, one of Natrol's nationwide retailers, on the talk show, which aired Tuesday, January 3rd.

"Ellen is a shining example of the type of customers we stand for as a company - a successful, fast-paced person who values a healthy lifestyle and wants to ensure that the nutritional products they trust to use are as safe, natural, fast-acting and effective as possible," said Lisa Sheppard, Natrol's Senior Director of Marketing. "We were delighted to see her making Natrol her choice amongst supplement providers, and loving them enough to want to share their benefits with others."

About the products featured on the "Ellen" show:

- Melatonin: 1 out of 5 Americans have trouble sleeping, and Melatonin helps establish normal sleep patterns to promote a more restful, relaxing sleep and better overall health+. Natrol offers Melatonin in a controlled release technology, a liquid as well as a delicious, fast-dissolving strawberry-flavored tablet. Natrol's Melatonin is available in a 1mg, 3mg, 5mg and 10mg dose.

- AcaiBerry: Studies have shown that this little purple berry is one of the most nutritious and powerful antioxidant foods in the world. When compared to other Super Fruits, Acai has the strongest antioxidant capacity (ORAC). It helps protect the body against oxidative stress, commonly associated with the aging process+. Natrol's AcaiBerry is an extra strength blend, gently extracted with water to protect its activity, and in a process that has been deemed Rain Forest Safe. The product is available in both a 1000mg and 1200 mg of a 4:1 extract in the form of easy-to-swallow vegetarian capsules.

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- Easy-C(R) is a high potency antioxidant that contains esterified Vitamin C, so it's gentle on the stomach. Easy-C(R) is both water and fat soluble, so it gets to all of the cells of your body that need the protection of this powerful antioxidant. Easy-C(R) is 100 percent vegetarian. Natrol Easy-C(R) contains citrus bioflavonoids that help provide antioxidant support, and its calcium ascorbate and ascorbyl palmitate make it easy on the stomach formula and less acidic than other Vitamin C products that use ascorbic acid+. The product is available in 500mg and 1000mg capsules.

Later this month, Natrol will be making a debut appearance at the 2012 Sundance Film Festival in Park City, Utah by featuring several products including nutritional supplements, enhancements and health shakes along with their subsidiary brands MRI and ProLab. The Natrol Zone will be held at the SkyLodge Retreat on the corner of Park City's Main St. and Heber Ave., from January 20-22, the festival's opening weekend. At Sundance, Natrol will demonstrate methods by which people of all types, shapes and sizes can effectively enhance their daily routines (whether at home or "on the go") via a simple regimen of the most healthy, organic and safest supplements on the market.

Recently in 2011, Natrol announced a partnership with Bikram Choudhury - the world-renowned yoga guru who developed the unique brand of yoga known as "Bikram Yoga" - to offer a new line of ayurvedic supplements called Vedic Mantra(TM). Based on the five key principles of yoga -- nutrition, relaxation, breathing (pranayama), meditation and exercise (asana) -- the unique Vedic Mantra line was developed to work in conjunction with the body to support the positive results of a healthy lifestyle, which yoga promotes. The Vedic Mantra supplement line will also be on display at the Sundance RE:treat.

Natrol products are available in health food stores, drug and grocery stores, mass-market retailers, Natrol.com, and other online retailers. More information is available at www.Natrol.com, or by calling 1-800-2-NATROL (1-800-262-8765), or emailing Customer-Service@Natrol.com.

About Natrol -- CONSUMER. TECHNOLOGY. NUTRITION.

Natrol, Inc., headquartered in Chatsworth, California, is a wholly owned subsidiary of Plethico Pharmaceuticals Limited. Plethico Pharmaceuticals Limited (bse:532739.BO), an herbal/nutraceutical-focused Indian Company, engages in the manufacture, marketing, and distribution of pharmaceutical and allied healthcare products in India and internationally. Natrol products are made in the USA.

Natrol, Inc. has a portfolio of health and wellness brands representing quality nutritional supplements, functional herbal teas, and sports nutrition products. Established in 1980, Natrol's portfolio of brands includes: Natrol(R), MRI, ProLab(R), Laci Le Beau(R), NuHair(R), Shen Min(R), Promensil(R), and Trinovin(R). The company also manufactures supplements for its own brands and on behalf of third parties.

[†]These statements have not been evaluated by the [Food and Drug Administration](#). This product is not intended to diagnose, treat, cure, or prevent any disease. Consult your healthcare professional prior to use if you have or suspect a medical condition, are taking prescription drugs, or are pregnant or lactating.

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Natrol distributes products nationally through more than 54,000 retailers, as well as internationally in over 40 other countries through distribution partners and its UK subsidiary.

Consumer needs are central to Natrol's focus. The company pledges to deliver nutritional products with uncompromised service, quality, and innovation through the best that science, nature, and technology can offer. For more information, call 1-800-2-NATROL (1-800-262-8765) or visit www.Natrol.com.

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