

Press Release
Date: January 2011
FOR IMMEDIATE RELEASE

Tree Time and Your Healthy Living Trade Road Show to Take Place in the South

Newcastle-Under-Lyme, Staffordshire (January 18, 2011) Tree of Life UK Limited, the largest & leading wholesaler of natural health products and supplements and publishing, event & communications organisation, Your Healthy Living today announce a further cooperation, the launch of Tree of Life's successful trade event "Tree Time" in Brighton on May 22nd 2011.

Following on from their successful annual Staffordshire open day event "Tree Time"; Tree of Life continues its vision to facilitate and improve the supplier-retailer relationship by announcing a joint initiative with health food industry publishing, event & communication company Your Healthy Living, best known for their popular consumer magazine and shows of the same name. The Tree Time road show will travel to locations around the UK providing retailers with the opportunity of meeting their suppliers and learning about new product launches in their own geographical area.

Keith Warnock, Commercial Director Tree of Life, comments, "Our experience tells us that retailers want to be proactive about growing their business and benefit greatly from a more personal relationship with both their preferred wholesaler and suppliers alike. The Tree Time road shows are the perfect vehicle to encourage this relationship providing retailers with local access to both brands and the latest products."

Stuart Jackson, Managing Director of Your Healthy Living said, "We are dedicated to providing publications and events that aid the business growth of independent retailers and their suppliers. This cooperation with Tree of Life establishes an unprecedented meeting of skills and passion that will provide exhibitions and tools to support every retailer in the industry"

The first of these free events will be showcased at the Racecourse in the popular south coast resort of Brighton, on Sunday 22nd May 2011. Retailers can expect the usual high standard of exhibition benefits, special show only deals, educational seminars, prize draws, the option of voting for best product categories and much more.

Recognising that retailers will be giving up a day of their weekend the event will cater for the family with special activities, fun and free food vouchers for all the family. The racecourse venue has amazing facilities and is a great setting high above Brighton with views out to sea and ample free parking for all visitors.

Tree of Life Marketing Manager, Karen Wilson said, "This alliance is a perfect fit for both of the businesses, it reflects our joint commitment to continued retailer support and helps strengthen Tree of Life's integrated approach to the supplier, wholesaler & retailer relationship in the Nutrition and Healthy Lifestyle channel."

FOR FURTHER INFORMATION PLEASE CONTACT THE SALES TEAM

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Notes to editors:

About Tree of Life UK Limited: Founded in 2002, Tree of Life UK Limited (a wholly owned subsidiary of Royal Wessanen nv.) is the largest UK wholesaler of premium products including: organic and health food products, vitamin, mineral, sports nutrition supplements, body care and household products. At Tree of Life we like to think that we do things a little differently than others and enjoy strong business relationships with those big and small through sustainable and ethical business practices. The 80,000 + sq ft warehousing and distribution facility in Newcastle-Under-Lyme, Staffordshire, is ideally located for all major transport networks, and ensures retailers receive continuity of supply across 11,000 products and well over 1,000 leading brands. Confident that that we have the best natural, organic health food and supplement brands available in the UK today; our own fleet of vehicles and professional transport team enables Tree of Life to provide an unparalleled daily delivery service to retailers across the UK and Ireland, this service together with dedicated, knowledgeable customer service staff ensures that retailers and suppliers alike continue to remain at the heart of the business.

About Royal Wessanen nv.: A leading company in the European organic food market. Operating mainly in France, Benelux, the UK and Germany, manage and develop our brands and products in the grocery and health food channels. Our vision is to become the Organic+ food champion in our chosen markets, providing organic food that delivers clear consumer benefits. Next to our leading position in Organic+ food businesses, we also produce and market frozen snack products in the Benelux and fruits drinks and cocktail mixers in the US.

About Your Healthy Living: Your Healthy Living is a publishing and event company founded in 2008 by a highly experienced team with a successful track record in retailing, product supply, events and publications spanning over 20 years in the health food industry. This real time experience of trading in the industry that it now serves, allows Your Healthy Living to create publications and events that truly understand and deliver on the needs of suppliers and retailers.

Its flagship title “Your Healthy Living magazine”, available from independent health food retailers, by subscription and online has grown to be the leading consumer health title in the health food market. Your Healthy Living has also established the industry’s first relevant all natural consumer shows by the same name. View more at www.yourhealthyliving.co.uk.

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