

INVITE HEALTH

1645A Jericho Turnpike, New Hyde Park, NY 10040

Telephone: 516.616.5767

Toll-free Customers Service: 800.349.0929

Toll-free Order: 800.844.9060

Facsimile: 516.616.5770

www.invitehealth.com

FACT SHEET

Company Profile: A unique collection of nutritional boutiques in the metropolitan New York area, primarily in Manhattan, plus additional locations in Queens, Long Island and New Jersey. Distinguished for revolutionizing the concept of the traditional vitamin/health food store to a service-oriented destination, featuring personalized nutritional counsel in tandem with the highest-grade products available.

Company Mission: InVite Health is committed to consumer health for all, by providing the resources for easy, integrative nutrition based on scientific innovation in natural medicine. It seeks to deliver a customized experience based on qualified information, to guide the individual on a path of wellness.

Signature Attributes:

- **A proprietary line of the highest-quality nutritional products** exclusively researched and formulated, which help protect, prevent and restore. **InVite Health** nutrition programs are based on products that work in synergy to address condition-specific health needs. Instead of carrying hundreds of brands, as is typical of vitamin stores, **InVite Health** offers only a focused inventory that features the best of the best.
- **On-staff accredited personal nutritionists** who provide complimentary professional counsel to customers – unprecedented in the industry. Expert advice on nutrition, diet and condition-specific issues to optimize health, with qualified information tailored to the consumer's lifestyle.
- **Customer-friendly environment**, with artfully designed boutiques that conveniently display products according to health conditions and benefits.

Noteworthy Features:

anTEAoxidant bar™: The newest innovation at InVite Health, and the first ever in Manhattan.

Only at Midtown Third Avenue at 43rd St. location. Customers enjoy potent antioxidant-packed tea extracts and tinctures (such as Green, White and Red Teas, and the exclusive BlueGranate, a blueberry/pomegranate combination) in a favorite flavored tea or other beverage. Condition-specific beverages for Energy and Stress to Detox and Intimacy, plus healthy smoothies, shakes and fruit sodas.

Noteworthy Features:

InVite Health Radio: The metro New York area's most informative and enjoyable daily health show with hosts Jerry Hickey, R.Ph.

- **WWRL 1600AM** Monday-Saturday: 9am-10am
- **WNYM 970AM** Saturday: 10am-11am
- **WTHE 1520AM** Monday-Friday: 9am-10am
- **WVNJ 1160AM** Monday-Friday: 9am-10am, Saturday: 1pm-2pm
- **WERE 1490AM** Monday-Friday: 9am-10am

Customer Loyalty: **InVite Health Membership Program** is a free incentive/rewards-based program. No cost to enroll, customers receive 20% discount on each bottle of InViteHx™ product or formula, while earning rewards points with every purchase. Based on points accumulated at end of calendar year, members receive monetary credit toward future purchase of InViteHx formulas.

Principals / Founders:

Steven Kornblatt, Founder and CEO

- Entrepreneur with 20+ years experience in high-end jewelry retail, manufacturing and distribution.
- Personal experience with alternative/nutritionally integrative remedies precipitated his eventual journey to create unique value-centered company.
- Effected merger with Hickey Chemists that evolved into **InVite Health**.

Jerry Hickey, R.Ph., Co-Founder & Scientific Director

- Former Chairman, Society of Natural Pharmacy
- A pioneer in nutritional innovations, integrating nutraceuticals and botanicals into American pharmacy.
- Founder of Hickey Chemists (1987), one of the first archetype integrated pharmacies, which built a loyal following of health-conscious consumers.

Gabe Borgese, Co-Founder & Vice President, Operations

- Specialist in the areas of retail management, retail expansion, and product manufacturing.
- Enjoyed a distinguished career in the New York City Police Department.

Company History: Founded in 2001 by CEO Steven Kornblatt, with co-founders, Jerry Hickey, R.Ph. and Gabe Borgese. Kornblatt was first exposed to natural/alternative medicine in the early '90s when his father was given a terminal prognosis after a heart attack; his brother-in-law, a progressively minded physician, prescribed specific supplements for his father that ultimately defied the conventional prognosis. Kornblatt's family subsequently used natural remedies for maladies from cholesterol to eye ailments, which convinced the entrepreneur of the healing and restorative powers of non-traditional medicine in concert with modern science. With this insight, he was inspired to start a new venture.

Kornblatt was introduced to Jerry Hickey, who established a successful reputation with Hickey Chemists, his 'compounding natural pharmacies' that customized formulas for individual customers. Their alliance conceived the standardized, proprietary **InVite** formulas with the *Hx*[™] signature that address an array of health conditions and concerns, as well as prevention strategies. The combination *Hx*[™] formulas were designed to counter the omnipresent 'bunch-of-pills' lifestyle with convenient, pre-packaged mediums.

Locations: InVite Health locations include:

Manhattan

694 Third Avenue (b/w 43rd and 44th St)

1258 Third Avenue (b/w 72nd and 73rd St)

1024 Third Avenue (at 60th St)

888 Second Avenue (b/w 47th and 48th St)

850 Eighth Avenue (at 51st St)

434 Sixth Avenue (corner of 10th St)

109 East 23rd Street (b/w Park & Lexington)

Queens – Forest Hills

107-10 Continental Ave (off Queens Blvd)

Long Island – New Hyde Park

1645A Jericho Turnpike

(2 blocks east of New Hyde Park Rd.)

New Jersey

Paramus – Garden State Plaza Mall

Media Contacts: Bettina Klinger, Klinger Partners, 917.930.0782