



THORNE
RESEARCH

PRESS RELEASE

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Thorne Research, Inc. has announced the launch of its new website at <http://www.thorne.com>.

The user-friendly site offers information about the company's products, provides a means to order on-line and manage orders, as well as additional resources, information, and news for the health-care practitioner. Thorne customers will have ultimate comfort and convenience in their online shopping experience, with its new website built on Escalate Retail's e-Commerce platform and designed by Tonic.

"This site is an effort to take Thorne to a next level in terms of technology, but this is only the first of three phases planned for the website. This current launch of our website will provide a more efficient way for our customers to manage their orders and still be a great source of information," said Kelly Czap, owner and Chief Creative Officer at Thorne. "We wanted a clean and navigable website that our customers will find appealing and informative and I think we have achieved that. Our work with Tonic and Escalate Retail will help us take our website to a totally new level."

Visitors to the site can read about the company's history, Thorne's quality and manufacturing practices, and other services that are provided, as well as profiles of each product. Health-care practitioners with logins can go deeper into the site for even more information and collateral material.

"We worked with Kelly on designing a new brand, website, and other marketing materials for her firm," said Jason Carignan, President of Tonic. "We were able to get Thorne rolling with a website that is developed on the Escalate e-Commerce platform and powered by a Content Management System (CMS) amazingly quickly. The CMS allows the Thorne team to change, add, or update the content of this website 24/7. For the next phase we plan to introduce several new features that will further simplify ordering for Practitioners."

"Thorne is dedicated to providing its customers with the highest quality nutritional supplements available and puts a premium on its service matching this level of quality," said Rich Harmatiuk, Vice President and General Manager, Escalate Retail. "With Escalate e-Commerce, Thorne customers can shop conveniently online with comprehensive search capabilities to find products by ingredients, description and more. Thorne has dedicated its new e-Commerce site to ensuring a positive, seamless customer experience every time."

About Thorne Research

For 25 years, Thorne Research has set the standard for exceptional formulations, quality, and purity in the nutritional supplement industry. Since its beginning in 1984 in a small, rented space in Tukwila, Washington, with just two employees (Al and Kelly Czap, the owners of the company), Thorne Research's philosophy has been the same – provide the finest, purest, highest quality dietary supplements possible at a reasonable price. Although the industry has changed dramatically over the years, the Thorne philosophy has stayed the same. Thorne Research's manufacturing, warehouse, and shipping facility in Sandpoint, Idaho, comprise 76,000 square feet and the company employs over 140 people. People's lives depend on Thorne Research products and that responsibility is taken very seriously. www.thorne.com.

About Tonic

TONIC was formed by Jason Carignan in 2003 with a simple goal – to help brands win more fans through integrative design strategy. We are a studio of life-long students, designers, researchers, observers, innovators, marketers, communicators and independent thinkers. The Tonic model is unique: one part design studio, one part management consultancy and one part brand incubator. Tonic blurs the lines between a design firm and an innovation lab, working side-by-side with Fortune 500 companies and startups to bridge the gap between big agency and internal resources to design and launch new brands. www.thinktonic.com.

About Escalate Retail

Escalate Retail is the #1 provider of retail solutions that drive cross-channel excellence and personal, relevant shopping experiences – on the web, in the store and over the phone. Escalate Retail's Buy Anywhere Fulfill Anywhere Commerce™ includes Escalate e-Commerce, Relationship Marketing, Clienteling and Order Management. More than 500 retailers run their businesses on Escalate software, including 11 of the largest 100 retailers worldwide, over 50 of the Internet Retailer top 500 e-commerce sites and 14 of STORES Magazine's "Hot 100". The company maintains headquarters in San Diego, CA with three additional offices located across North America and Europe. For more information, visit www.Escalate.com.



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