

*Beverly Eaves Perdue*  
Governor



North Carolina  
Office of the Governor

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### **Online Retailer to Add 228 Jobs in Davidson County** ***State Grant Helps Vitacost.com Expand in Lexington***

**RALEIGH** – Gov. Bev Perdue announced today that Vitacost.com Inc., a leading online retailer and direct marketer of health and wellness products, will expand in Davidson County. The company plans to invest \$6.7 million and create 228 jobs over the next three years. The project was made possible in part by a \$450,000 grant from the One North Carolina Fund.

“Competition for jobs is fierce around the country and around the world,” Gov. Perdue said. “So it is particularly rewarding when a company recognizes our exceptional business climate and tremendous workforce by continuing to invest and grow in our state.”

Vitacost.com, headquartered in Boca Raton, Fla., currently operates a call center and a manufacturing and distribution facility in Lexington. In addition to selling brand name items such as New Chapter, Atkins, Twinlab and Kashi, the company makes and sells its own products including Nutraceutical Sciences Institute (NSI), Cosmeceutical Sciences Institute (CSI), Smart Basics and Best of All. The expansion of the facility in the Lexington Business Park will allow Vitacost to increase its manufacturing and distribution capabilities to meet growing demand.

The Lexington plant currently employs 168 people. While individual salaries will vary by job function, the overall wage for the 228 new jobs will average more than \$30,000 a year plus benefits, which is higher than the Davidson County average of \$29,640.

“We are pleased Vitacost has the opportunity to expand its operations in Davidson County where we have been since 2008,” said company CEO Ira Kerker. “We appreciate the support of the state of North Carolina and the One North Carolina Fund. We look forward to working with our employees and the community to meet the demands of Vitacost’s growing healthy living and wellness customer base.”

Other partners who helped with this project include: the N.C. Department of Commerce, N.C. Community Colleges, DavidsonWorks Workforce Development Board, City of Lexington, Davidson County and Davidson Progress.

“During these tough economic times, it’s critical to make the right investments that will create jobs and needed investment in our state. This is good news for Davidson County,” said Rep. Hugh Holliman.

The One North Carolina Fund provides financial assistance, through local governments, to attract business projects that will stimulate economic activity and create new jobs in the state. Companies receive no money up front and must meet job creation and investment targets to qualify for grant payments. These grants also require and are contingent upon local matches.

North Carolina continues to have a top-ranked business climate. Through Gov. Perdue’s [JobsNOW initiative](#), the state works aggressively to create jobs, train and retrain its workforce, and lay the foundation for a strong and sustainable economic future.

For more information about Vitacost.com, visit [www.vitacost.com](http://www.vitacost.com). For information about job opportunities at Vitacost.com, email [Greatcareers@vitacost.com](mailto:Greatcareers@vitacost.com) or contact the Vitacost.com Human Resources Department at 130 Lexington Parkway, Lexington, N.C. 27295.

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