

New Hope Natural Media Unifies Brands as New Hope Network

Allows Customers to Seamlessly Identify and Access Entire New Hope Network Portfolio

Anaheim, CA, March 9, 2016 – New Hope Natural Media announced a comprehensive unification of its brands as the [New Hope Network](#) at this week's [Natural Products Expo West & Engredea](#), the centerpiece of the New Hope portfolio and the world's largest natural, organic and healthy products event. All products will now share a connected brand identity and look, which will help New Hope's 300,000+ customers to more easily identify a New Hope Network property. Access to all products will be further simplified in May when a new, unified digital platform will be launched that will seamlessly share both ideas and community across content, events, data, and insight products.

The rationale for the rebranding was anchored on extensive customer research, which uncovered a significant opportunity to expose New Hope's many brands to its audience of 100,000+ event attendees. As only 25% of attendees to the flagship events were aware of other New Hope products, the brand's unification and connection via the new digital platform will drive significant growth in cross-product usage ahead. The clean, high energy look of the new logo will clearly telegraph that users are interacting with a New Hope Network product.

"New Hope is the most trusted information brand for virtually every segment of the supply chain: manufacturers, entrepreneurs, suppliers, distributors and retailers count on us to keep them on top of the most critical industry trends and spark their innovation," said Fred Linder, Group President, New Hope Network. "The 'spark' design of our new logo is quite intentional; it represents the spark of innovation that drives our users and the industry."

To learn more about the new interconnected New Hope Network, visit newhope.com.

About New Hope Network

The New Hope Network is at the forefront of the healthy lifestyle products industry. With solutions for the complete supply chain from manufacturers, retailers/distributors, service providers and ingredient suppliers, the network offers a robust portfolio of content, events, data, research and consultative services. Through its mission to grow healthy markets, the New Hope Network helps businesses identify the people, products, partnerships and trends that create opportunities to grow businesses and bring more health to people. For more information visit www.newhope.com.

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