

FOR IMMEDIATE RELEASE

Media Contact: Galit Hadari OR Rich Pedine
310.860.0806

VURU Stretches Its Reach; Online Supplement Service Company Chosen to Participate in Upcoming *Pilates Style* Magazine Summer Conference

Miami (August 2006) - VURU has been selected for inclusion in the *Pilates Style* magazine gift bags for the upcoming *Pilates Style* Summer Conference in New York. The conference will be held Monday through Wednesday, August 7th-9th at the Hilton New York. The event will offer classes, workshops and lectures from industry experts. Each attending guest will receive a special gift certificate from VURU.

“We are excited to be chosen to be included in such a great event,” said Grant Kornman CEO of VURU. “*Pilates Style* readers are at the forefront of efforts to live and maintain a healthy lifestyle, and the VURU service provides them with a unique tool to maximize these efforts by providing personalized supplement programs delivered directly to their door.”

VURU offers a variety of supplements, vitamins, and minerals that help promote tranquility while aiding general health. Just like the Pilates class schedule you are on, VURU provides a simple, customized and convenient approach to ordering, storing and maintaining a supplement regimen.

About VURU

VURU (www.vuru.com) is the brand new online service created to improve the lives of everyone who takes supplements as part of a daily healthy lifestyle. Unlike brick-and-mortar retailers and other supplement websites, VURU lets you customize the supplement buying experience to maximize results that will improve your quality of life. It's free to get started! You can create a personalized pack that fits your supplement taking needs by choosing from more than 2000 name brand supplements. Customers can buy their made-to-order packs in 4, 8, 12 or 16-week increments, and VURU will ship them directly to you.

Vuru is the innovation of Miami resident Grant Kornman, whose father inspired him to create this groundbreaking, personalized service. Grant grew up watching his father spend countless hours managing his supplements. As Grant became an adult and his stress level skyrocketed, his father, an avid health guru, recommended that he too start taking a complete program of supplements and vitamins to live a healthier lifestyle.

###