United Natural Foods Partners with Living Naturally to Provide Innovative Technology & Marketing Solutions to Customer Base

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DAYVILLE, Conn. and VENICE, Fla., Sep 17, 2002 /PRNewswire-FirstCall via COMTEX/ -- Living Naturally, a leading natural products marketing and software company, and United Natural Foods, Inc. (Nasdaq: UNFI), today announced a strategic alliance to provide United Natural Foods' customers access to Living Naturally's suite of products at preferred prices and terms. Living Naturally's products now available to United Natural Foods' customers include ScanGenius, an intelligent electronic ordering system, as well as turnkey retailer website services.

Commenting on today's announcement, Daniel Atwood, United Natural Foods National Vice President of Marketing, said, "The Living Naturally comprehensive suite of products and services creates new opportunities for our retailers to increase their inventory turns, reduce their costs, and enhance their profits. Our customers will have access to a wide range of inventory management, marketing and promotional products as well as resources for e- commerce, customer education and state-of-the-art ordering through a universal smart scanner. By leveraging these cost-effective options our customers will have the opportunity to create healthier, more profitable businesses and that's very good news for this industry."

Glenn Field, Living Naturally Chief Executive Officer added, "It is very exciting to work with a company such as United Natural Foods which has such a strong commitment to helping their customers. We believe Living Naturally has the best ordering solutions and retailer website services in the natural products industry and our alliance with United Natural Foods allows us to provide our services at a much faster pace than would have otherwise been possible -- not only for retailers, but also for manufacturers and other entities within the industry. Overall, Living Naturally and United Natural Foods are both committed to bringing greater prosperity to the wellness community as a whole -- fostering the adoption of innovative new technologies while still preserving and enhancing the existing relationships in the industry."

United Natural Foods President Steven Townsend said, "We believe that this relationship will serve to benefit our customers greatly. It is rare to find a solution that can so clearly translate directly into profits for retailers, regardless of store size. Living Naturally's distinguishing business model delivers the leverage of automation that will allow retailers to have stronger businesses. We are committed to working with Living Naturally to deliver the best solutions to our customers."

About United Natural Foods: United Natural Foods, Inc. carries and distributes over 30,000 products to more than 7,000 customers nationwide. The Company serves a wide variety of retail formats including conventional supermarket chains, natural product superstores and independent retail operators. For more information on United Natural Foods, Inc., visit the Company's web site at www.unfi.com .

About Living Naturally: Living Naturally is the leading provider of marketing promotion and electronic ordering systems to the natural products Industry. Formed in 1999 to service the needs of retailers, suppliers, and health practitioners in this industry, the company has established itself as a clear market leader with a customer base of retail stores and suppliers now exceeding 500. Living Naturally has a rapidly growing transactional business with endorsements from leading figures throughout the natural products industry. For more information about Living Naturally, visit the Company's web site at www.livingnaturally.com .

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: Statements in this press release regarding United Natural's business which are not historical facts are "forward-looking statements" that involve risks and uncertainties. For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, including but not limited to general business conditions, the impact of competition and our dependence on principal customers, see "Risk Factors" in the Company's quarterly report on Form 10-Q filed with the Commission on June 13, 2002, and its other filings under the Securities Exchange Act of 1934, as amended. Any forward-looking statements are made pursuant to the Private Securities Litigation Reform Act of 1995 and, as such, speak only as of the date made. United Natural Foods, Inc. is not undertaking to update any information in the foregoing reports until the effective date of its future reports required by applicable laws.

SOURCE United Natural Foods, Inc.

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