

GNC Named Presenting Sponsor of the 2012 ESPNHS Games

May 2, 2012 – ESPN announced today that [GNC Holdings, Inc.](#) (NYSE: GNC), the nation's leading specialty retailer of health, wellness and sports nutrition products, will be the presenting sponsor of the 2012 ESPN HS Games. The Games – a three-week long elite and competitive level event featuring the premier high school sports talent in the country – will take place between from July 9-30 at ESPN Wide World of Sports Complex at Walt Disney World in Lake Buena Vista, Fla.

"It's an honor to be the presenting sponsor of and exclusive sports nutrition provider to the ESPNHS Games," said Jeff Hennion, EVP – Chief Marketing Officer & e-Commerce at GNC. "We're proud to be able to partner with ESPN to support top high school athletes in their effort to reach the pinnacle of their individual sports."

Added Matt Genova, senior vice president, ESPN multimedia sales, "Together, ESPN and GNC will inspire and educate hundreds of elite student-athletes from across the country at the annual ESPNHS Games. This collaboration is a reflection of GNC's strong commitment to improving the health and well-being of young athletes."

GNC's sponsorship includes on-site activations including nutrition seminars, product sampling and creative execution across television, digital and print assets. Further, GNC's digital presence includes custom integration across ESPNHIGH SCHOOL.com and ESPN.com with featured photo galleries and sponsored stories targeting Generation Z.

The ESPNHS Games are anchored by three elite high school sports events: Champion® All-American Showcase, a US Lacrosse boys and girls event; the AAU 11th Grade Boys Basketball Super Showcase presented by Champion® and Champion® Gridiron Kings, a series of competitions featuring the best high school football players at the game's seven skill positions – quarterback, running back, tight end, wide receiver, linebacker, cornerback and safety.

In addition, the ESPNHS Games feature several competitive events in football, lacrosse, field hockey, softball, basketball, baseball and track & field involving high school athletes from around the country. Among those events are AAU U8-U12 National Basketball Championships, the US Lacrosse U15 National Championships, the KSA National Football Summer 7s, the USSSA 16U/18U Fastpitch Softball World Series and the USSSA 18U National Baseball Championships.

Specific details and schedules for the 2012 ESPNHS Games will be announced at a future date.

About ESPNHS

ESPNHS is a multiplatform business which serves high school student-athletes and high school sports fans. It provides high school student-athletes with recognition, resources, information and inspiration to improve their skills and achieve their goals, while offering fans compelling content across platforms. ESPNHS assets include *ESPNHS GUY and GIRL* magazines, ESPNHS.com; mobile and social media products (facebook.com/ESPNHS and facebook.com/ESPNHSGirl; Twitter: [@ESPNHS](https://twitter.com/ESPNHS)); and more than 160 high school events including Elite 11, Under Armour Elite 24, National High School Invitational, Area Code Baseball and Nike Football Combines and Nike Football Training Camps. ESPNHS is uniquely positioned to provide high school student-athletes and their fans with compelling high school sports content across multiple ESPN platforms.

About GNC

GNC Holdings, Inc., headquartered in Pittsburgh, Pa., is a leading global specialty retailer of health and wellness products, including vitamins, minerals, and herbal supplement products, sports nutrition products and diet products, and trades on the New York Stock Exchange under the symbol "[GNC](#)."

As of December 31, 2011, **GNC** has more than 7,600 locations, of which more than 5,900 retail locations are in the United States (including 924 franchise and 2,125 **Rite Aid** franchise store-within-a-store locations) and franchise operations in 53 countries (including distribution centers where retail sales are made). The Company — which is dedicated to helping consumers Live Well — has a diversified, multi-channel business model and derives revenue from product sales through company-owned retail stores, domestic and international franchise activities, third party contract manufacturing, e-commerce and corporate partnerships. Our broad and deep product mix, which is focused on high-margin, premium, value-added nutritional products, is sold under **GNC** proprietary brands, including Mega Men®, Ultra Mega®, **GNC** Total Lean, Pro Performance® and Pro Performance® AMP, and under nationally recognized third party brands.

For more than 75 years, GNC has been committed to bringing people superior GNC brand products using only the highest quality ingredients, manufactured under the strictest quality controls. Managing every stage of the process — from formulation to retailing — allows GNC to guarantee quality, purity and potency of GNC products.

Web: GNC.com | Twitter: [@GNCLiveWell](https://twitter.com/GNCLiveWell) | Facebook: facebook.com/GNCLiveWell

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