

DRAPER, Utah, Sept. 20, 2013 /PRNewswire/ -- NUTRANOMICS, INC. (OTCBB: NNRX) (OTCQB: NNRX) ("Nutranomics" or the "Company") wishes to provide its shareholders and interested investors some background on the Company and its anticipated development.

Nutranomics is a health and wellness company that was formed under the guidance of Dr. Tracy Gibbs

. Dr. Gibbs is a world renowned PhD who has built Nutranomics into a major player in the industry and developed over 850 nutritional food and supplement product formulas for some of the world's largest direct marketing companies. Based on the success of these formulas, Nutranomics has established its own retail product line to provide quality health and wellness products to consumers outside of the direct marketing space.

Nutranomics plans to expand its retail sales throughout the USA, Europe, and Asia while maintaining its highly profitable product formulation division. On top of retail growth, Nutranomics, in the near term, is anticipating adding two new patents to its already patented AES® technology (Assimilation Enhancing System®). The AES technology is sublicensed or utilized by some of the largest direct marketing companies in the world. Nutranomics is confident that it will be able to turn this direct marketing exposure and its already developed revenue base into a platform for the expansion of its operations and traditional retail product offerings.

"We felt that becoming a publicly listed company was a necessary step in the growth of our company. Now that we have completed that process, we can focus on growing our company and building upon the foundation we have established over the last seventeen years. We believe that we are on the verge of an exciting period growth and development," commented Tracy Gibbs, Nutranomics' CEO.

About Nutranomics

Nutranomics is a publicly traded company engaged in research and development of nutritional

Nutranomics Message to its Shareholders

Written by Australian Business

food products. In 1997, Nutranomics produced and branded its own product line, and began to sell to the retail outlets and to the public. Nutranomics has also produced formulas for hundreds of other companies. Nutranomics' mission is to increase human health and longevity through education and self-awareness. The Company has sales representatives throughout North America and Asia.

For further information regarding Nutranomics, Inc., please contact our investor relations representatives at toll-free (888) 616-3999.

Notice Regarding Forward-Looking Statements

This news release contains "forward-looking statements." Statements in this press release that are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future. Such forward-looking statements include, among other things, the filing of two additional patents, the growth of the Company's retail division and the expansion of the company's operations and product offerings. Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, the inherent uncertainties associated with developing new products and operating as a development stage company, our ability to raise the additional funding we will need to continue to pursue our business and product development plans, competition in the industry in which we operate and market conditions. These forward-looking statements are made as of the date of this news release, and we assume no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements, except as required by applicable law, including the securities laws of the United States. Although we believe that any beliefs, plans, expectations and intentions contained in this press release are reasonable, there can be no assurance that any such beliefs, plans, expectations or intentions will prove to be accurate. Investors should consult all of the information set forth herein and should also refer to the risk factors disclosure outlined in the reports and other documents we file with the SEC, available at www.sec.gov.

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