

STEVENSON, Md.--([BUSINESS WIRE](#))--The securities litigation law firm of Brower Piven, A Professional Corporation, has commenced an investigation into possible breaches of fiduciary duty and other violations of state law by the board of directors of Vitacost.com, Inc. ("Vitacost" or the "Company") (NASDAQ: VITC) relating to the proposed buyout of the Company by The Kroger Co. ("Kroger").

On July 2, 2014, Kroger and Vitacost announced that they had entered into a definitive merger agreement pursuant to which Kroger will acquire Vitacost in a transaction valued at approximately \$280 million.

Under the terms of the transaction, shareholders of Vitacost are anticipated to receive \$8.00 for each share of Vitacost stock they own. According to *Yahoo! Finance*, at least one analyst has issued a price target for Vitacost stock at \$10.00 per share.

The firm's investigation seeks to determine, among other things, whether the Company's board of directors breached their fiduciary duties by failing to maximize shareholder value before agreeing to enter into this transaction, and whether Kroger is underpaying for Vitacost shares.

If you currently own common stock of Vitacost and would like to learn more about the investigation being conducted by Brower Piven, without cost or obligation to you, please visit our website at <http://www.browerpiven.com/currentinvestigations.html> . You may also request more information by contacting Brower Piven either by email at hoffman@browerpiven.com or by telephone at (410) 415-6616.

Attorneys at Brower Piven have extensive experience in litigating securities and other class action cases and have been advocating for the rights of shareholders since the 1980s.