

Written by NXT Nutritionals, Inc.

Thursday, 28 May 2009 20:00 - Last Updated Friday, 17 July 2009 13:22

>HOLYOKE, Mass.--(BUSINESS WIRE)--NXT Nutritionals Holdings, Inc. ("NXT") (OTCBB:NXTH - News) a developer and marketer of proprietary, patent-pending healthy natural sweeteners, food and beverage products, announced that the Company has engaged national sales brokers Advantage Sales and Marketing, LLC to market NXT's SUSTA™ Natural Sweetener along with the all-natural Healthy Dairy® Yogurt smoothies that they have been marketing for the Company over the last 2 ½ years.

Headquartered in Irvine, CA, Advantage Sales and Marketing ("ASM") is a premier consumer packaged goods sales and marketing agency, committed to building brand value for their clients and customers. ASM's cradle-to-cart—post-manufacture to consumption—customized sales and marketing solutions includes headquarter sales, retail merchandising and marketing services, specializing in client and customer events, publications and assisted-selling services for the grocery, drugstore, club, convenience, natural/specialty, consumer electronic and home center industries. ASM has 66 offices in the United States and Canada. (Source: www.asmnet.com)

"We are very pleased to be working with a prime broker network such as Advantage Sales and Marketing," said Michael McCarthy, President and CEO of NXT Nutritionals Holdings, Inc. "They are uniquely positioned to aggressively market our products with enthusiasm and zeal in today's competitive retail environment."

About NXT Nutritionals Holdings, Inc.

Headquartered in Holyoke, MA, NXT Nutritionals Holdings, Inc., through its wholly owned subsidiary NXT Nutritionals, Inc., is a developer and marketer of proprietary, patent-pending healthy alternative sweeteners, food and beverage products. The common ingredient for all of the Company's products is its SUSTA™ Natural Sweetener, a minimal calorie, all-natural, nutritional sweetening system. SUSTA™ Natural Sweetener currently serves as an ingredient for the Company's nonfat all-natural Healthy Dairy™ yogurt smoothies and is marketed as a standalone product as well. More information about the Company may be found at www.nxtnutritionals.com.

Forward-Looking Statements

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Under The Private Securities Litigation Reform Act of 1995: The statements in the press release that relate to the Company's expectations with regard to the future impact on the Company's results from new products in development are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are subject to risks and uncertainties. Words such as "expects", "intends", "plans", "may", "could", "should", "anticipates", "likely", "believes" and words of similar import also identify forward-looking statements. Forward-looking statements are based on current facts and analyses and other information that are based on forecasts of future results, estimates of amounts not yet determined and assumptions of management. Readers are urged not to place undue reliance on the forward-looking statements, which speak only as of the date of this release. We assume no obligation to update any forward-looking statements in order to reflect any event or circumstance that may arise after the date of this release. Additional information on risks and other factors that may affect the business and financial results of NXT Nutritionals Holdings, Inc. can be found in the filings of NXT Nutritionals Holdings, Inc. with the U.S. Securities and Exchange Commission.

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