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For Immediate Release

**NAVARRO DISCOUNT PHARMACY WEBSITE
LAUNCHES NAVARRO.COM IN SPANISH**

Miami, FL. – May 31, 2012 – Navarro Discount Pharmacy, the largest Hispanic-owned pharmacy chain in the U.S. and an MBF Healthcare portfolio company, has added a Spanish language version to its website at www.Navarro.com. Visitors simply click on ‘*En Español*’ on the top of the home page to change the website language to Spanish.

“The new Spanish language content allows us to better serve loyal customers already familiar with the Navarro brand and reach out to the millions of US Hispanics who are online today,” said Gus Milla, Director of Ecommerce for Navarro Discount Pharmacy. “Proud of their Hispanic origins, these Hispanics are in search of products familiar to them from their countries of origin such as food, tea, nectars and cola, soap, cleaners and entertainment such as domino tables and cards.”

Navarro.com *En Español* includes video and rich media content on family and health related topics plus product reviews, prescription management tools and e-commerce purchasing capabilities for all of its signature products. Customers may refill

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Navarro.com Launches in Spanish

prescriptions, check order status and purchase unique products for purchase such as Cuban coffee, pastelitos, ethnic cookies, Cuban bread, domino tables, OTC and beauty products, etc. Over the years, Navarro had received repeated requests to ship its products across the US to New York, Texas, California and as far west as Alaska.

In addition, the entire line of *Vida Mia* private label bilingual products in English and Spanish, including more than 300 product SKUs, are also available at Navarro.com *En Español*. *Vida Mia's* product categories include household, beauty, food, body, baby and over-the-counter (OTC). It is estimated that nearly 30 million US Hispanics are currently online, many of them native-born Hispanics rather than immigrants.

Online orders are processed immediately through Navarro's fulfillment center in Miami. Navarro.com accepts all major credit cards and free shipping is available for online orders of \$25 or more.

Headquartered in Miami, Navarro Discount Pharmacy was founded in Havana, Cuba in 1940 and opened its first store in the U.S. in 1961. With 1300 employees and 31 existing store locations in south Florida, Navarro is the largest Hispanic-owned drugstore chain in the U.S. As a community pharmacy, the stores cater to Hispanic and ethnic markets and further differentiate themselves by offering many products and services that are not found in traditional drugstores such as wireless phones, designer fragrances, a large assortment of OTC and vitamins/supplements and in-store health screenings as part their Wellness Wednesday program. For more information, visit www.navarro.com.

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