



**AUGUST 5, 2015**

**Second Quarter 2015 GAAP Reconciliation**

**Non-GAAP Financial Measures**

Adjusted information is non-GAAP financial information provided to enhance the user's overall understanding of the Company's performance and related trends. We provide a reconciliation of adjusted financial information to the GAAP financial results in the attached financial schedule titled "Supplemental Operating Data".

**VITAMIN SHOPPE, INC. AND SUBSIDIARY**  
**SUPPLEMENTAL OPERATING DATA**  
(Unaudited)

<b>Three months ended June 27, 2015</b>	<b>Net Income Per Common Share (2)</b>
GAAP diluted earnings per share	\$ 0.48
Adjustments:	
Management realignment charges	\$ 0.05
Account receivable bad debts reserve charge	0.03
Integration costs	0.01
Adjusted diluted earnings per share (1)	<u>\$ 0.57</u>

<b>Three months ended June 28, 2014</b>	<b>Net Income Per Common Share (2)</b>
GAAP diluted earnings per share	\$ 0.55
Adjustments:	
Acquisition and integration costs	\$ 0.04
Inventory valuation step-up charge	0.02
Adjusted diluted earnings per share (1)	<u>\$ 0.62</u>

<b>Six months ended June 27, 2015</b>	<b>Net Income Per Common Share (2)</b>
GAAP diluted earnings per share	\$ 1.11
Adjustments:	
Management realignment charges	\$ 0.05
Account receivable bad debts reserve charge	0.03
Integration costs	0.02
Adjusted diluted earnings per share (1)	<u>\$ 1.20</u>

<b>Six months ended June 28, 2014</b>	<b>Net Income Per Common Share (2)</b>
GAAP diluted earnings per share	\$ 1.22
Adjustments:	
Acquisition and integration costs	\$ 0.08
Inventory valuation step-up charge	0.02
Adjusted diluted earnings per share (1)	<u>\$ 1.32</u>

(1) Adjusted information is non-GAAP financial information provided to enhance the user's overall understanding of the Company's performance and related trends.

(2) Per share amounts may not sum due to rounding.

**About the Vitamin Shoppe, Inc. (NYSE:VSI)**

Vitamin Shoppe is a multi-channel specialty retailer and contract manufacturer of nutritional products based in North Bergen, New Jersey. In its stores and on its websites, the Company carries one of the most comprehensive retail assortments in the industry, including vitamins, minerals, specialty supplements, herbs, sports nutrition, homeopathic remedies, green living products, and beauty aids. In addition to offering products from over 900 national brands, the Vitamin Shoppe also carries products under The Vitamin Shoppe<sup>®</sup>, BodyTech<sup>®</sup>, True Athlete<sup>®</sup>, MyTritition<sup>®</sup>, plnt<sup>™</sup>, ProBioCare<sup>™</sup>, Next Step<sup>™</sup>, Betancourt and Nutri-Force Sports<sup>®</sup> brands. The Vitamin Shoppe conducts business through more than 700 company-operated retail stores under The Vitamin Shoppe, Super Supplements and Vitapath retail banners, and primarily through its website, [www.VitaminShoppe.com](http://www.VitaminShoppe.com). Follow the Vitamin Shoppe on Facebook at <http://www.facebook.com/THEVITAMINSHOPPE> and on Twitter at <http://twitter.com/VitaminShoppe>.