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Governor Susana Martinez Announces 50 New High-Wage Jobs at Albuquerque Manufacturer Vitality Works

Albuquerque - Today Governor Susana Martinez and Economic Development Secretary Jon Barela toured Albuquerque all-natural health and dietary product manufacturer, Vitality Works, and announced the creation of 50 high-wage jobs. Governor Martinez also met with the company's 120 employees. Average salary for positions at Vitality Works Range from \$30,000 to \$100,000 a year.

"As we move forward in creating a diverse economy and work to end our state's heavy reliance on federal government spending, we want to do all we can to encourage private-sector companies like Vitality Works to be successful in New Mexico," said Governor Martinez. "Like so many successful, growing businesses, Vitality Works could have chosen to expand anywhere in the country or even the world but I am pleased they are growing in Albuquerque."

Vitality Works, a leader in manufacturing natural health and dietary products for most all-natural health distributors and retailers, was founded by Mitch Coven in 1982. The company exports 99.5 percent of their product out of state is experiencing an increase in demand for its products and services.

"We are happy to be expanding with support from Governor Martinez and Secretary Barela, especially with their leadership in creating a friendly environment in which to do business," said Mitch Coven, president and founder of Vitality Works. "New Mexico has a talented workforce and we look forward to bringing on 50 new employees as we work to meet growing demand for our products."

In February, the New Mexico Economic Development Department awarded Vitality Works \$53,252 to help hire and train three New Mexico workers through the Job Training Incentive Program. The average wage for these positions is \$30.45 an hour. The company also benefits from state incentives like the high-wage tax credit.

New Mexico business tax reforms signed into law last year gives businesses like Vitality Works the option to sell and export goods produced in New Mexico out of state, without punishing them with additional taxes. The reforms also lowered the business tax by 22 percent making New Mexico much more competitive with neighboring states.

And Ernst & Young recently concluded in a new study that New Mexico ranks number one in competitiveness for manufacturers in the West.

Vitality Works is a privately held nutraceutical and dietary supplement manufacturing company which began as a wellness center and compounding supplement pharmacy in Albuquerque. As an early clinician, educator and pioneer in the field of wellness and herbal medicine, Coven began developing and manufacturing dietary supplement products for health professionals, national and international nutraceutical companies in the 1990s. Coven has since developed and manufactured thousands of formulas for the natural products industry. Vitality Works private labels and contract manufactures for many top national brands and for many national natural product chains across the country. The facility is currently in a 110,000 square foot facility on 22 acres that is GMP certified, FDA registered, Kosher and Organic certified.

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