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2010 AUG 11 AM 10:06

Vitamin Shoppe  
Industries Inc.  
2101 91<sup>st</sup> Street  
North Bergen, NJ 07047  
[www.vitaminshoppe.com](http://www.vitaminshoppe.com)



Kerry L. DeBellonia  
Paralegal  
201-624-3256, 201-624-3990 (fax)  
[kerry.debellonia@vitaminshoppe.com](mailto:kerry.debellonia@vitaminshoppe.com)

**VIA OVERNIGHT COURIER**

August 10, 2010

Federal Election Commission  
999 East Street, NW  
Washington, D.C. 20463

Attn.: Rosa Lewis

Re: Identification Number: C00485953  
Vitamin Shoppe, Inc.

Dear Mr. Lewis:

This letter will serve as a response to your letter August 3, 2010. Enclosed please find the Amended Statement of Organization as requested.

Please contact me directly should you require additional information or have any questions at 201-624-3256.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Kerry DeBellonia', written in a cursive style.

Kerry DeBellonia  
Corporate & Real Estate Paralegal

Enc.

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FEC  
FORM 1

# STATEMENT OF ORGANIZATION

Office Use Only

1. NAME OF COMMITTEE (in full)  (Check if name is changed) Example: If typing, type over the lines. 12FE4M5

Vitamin Shoppe, Inc. PAC

ADDRESS (number and street) 2101 91st Street

(Check if address is changed) North Bergen NJ 7047

CITY STATE ZIP CODE

COMMITTEE'S E-MAIL ADDRESS (Please provide only one e-mail address) jim.sander@vitaminshoppe.com

(Check if address is changed)

COMMITTEE'S WEB PAGE ADDRESS (URL)

(Check if address is changed)


2. DATE 08 / 10 / 2010

3. FEC IDENTIFICATION NUMBER C00485953

4. IS THIS STATEMENT  NEW (N) OR  AMENDED (A)

I certify that I have examined this Statement and to the best of my knowledge and belief it is true, correct and complete.

Type or Print Name of Treasurer Michael Archbold

Signature of Treasurer  Date 08 / 10 / 2010

NOTE: Submission of false, erroneous, or incomplete information may subject the person signing this Statement to the penalties of 2 U.S.C. §437g. ANY CHANGE IN INFORMATION SHOULD BE REPORTED WITHIN 10 DAYS.

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5. TYPE OF COMMITTEE

Candidate Committee:

- (a)  This committee is a principal campaign committee. (Complete the candidate information below.)
- (b)  This committee is an authorized committee, and is NOT a principal campaign committee. (Complete the candidate information below.)

Name of Candidate \_\_\_\_\_

Candidate Party Affiliation  Office Sought:  House  Senate  President State  District

- (c)  This committee supports/opposes only one candidate, and is NOT an authorized committee.

Name of Candidate \_\_\_\_\_

Party Committee:

- (d)  This committee is a  (National, State or subordinate) committee of the  (Democratic, Republican, etc.) Party.

Political Action Committee (PAC):

- (e)  This committee is a separate segregated fund. (Identify connected organization on line 6.) Its connected organization is a:
  - Corporation  Corporation w/o Capital Stock  Labor Organization
  - Membership Organization  Trade Association  Cooperative
  - In addition, this committee is a Lobbyist/Registrant PAC.
- (f)  This committee supports/opposes more than one Federal candidate, and is NOT a separate segregated fund or party committee. (i.e., nonconnected committee)
  - In addition, this committee is a Lobbyist/Registrant PAC.
  - In addition, this committee is a Leadership PAC. (Identify sponsor on line 6.)

Joint Fundraising Representative:

- (g)  This committee collects contributions, pays fundraising expenses and disburses net proceeds for two or more political committees/organizations, at least one of which is an authorized committee of a federal candidate.
- (h)  This committee collects contributions, pays fundraising expenses and disburses net proceeds for two or more political committees/organizations, none of which is an authorized committee of a federal candidate.

Committees Participating in Joint Fundraiser

1.	_____	FEC ID number	<input type="checkbox"/>
2.	_____	FEC ID number	<input type="checkbox"/>
3.	_____	FEC ID number	<input type="checkbox"/>
4.	_____	FEC ID number	<input type="checkbox"/>

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Write or Type Committee Name

Vitamin Shoppe, Inc. PAC

6. Name of Any Connected Organization, Affiliated Committee, Joint Fundraising Representative, or Leadership PAC Sponsor

Vitamin Shoppe, Inc., a Delaware Corporation

Mailing Address

2101 91st Street

North Bergen

NJ

07047

CITY

STATE

ZIP CODE

Relationship:  Connected Organization  Affiliated Committee  Joint Fundraising Representative  Leadership PAC Sponsor

7. Custodian of Records: Identify by name, address (phone number -- optional) and position of the person in possession of committee books and records.

Full Name

James Sander

Mailing Address

2101 91st Street

North Bergen

NJ

07407

Title or Position

CITY

STATE

ZIP CODE

Custodian of Records

Telephone number

201

624

3440

8. Treasurer: List the name and address (phone number -- optional) of the treasurer of the committee; and the name and address of any designated agent (e.g., assistant treasurer).

Full Name of Treasurer

Michael Archbold

Mailing Address

2101 91st Street

North Bergen

NJ

07047

CITY

STATE

ZIP CODE

Title or Position

Treasurer

Telephone number

201

624

3111

10030404254

Full Name of Designated Agent

Cosmo LaForgia

Mailing Address

2101 91st Street

North Bergen

CITY

NJ

STATE

07047

ZIP CODE

Title or Position

Assistant Treasurer

Telephone number

201

624

3263

9. Banks or Other Depositories: List all banks or other depositories in which the committee deposits funds, holds accounts, rents safety deposit boxes or maintains funds.

Name of Bank, Depository, etc.

[Empty line for Name of Bank, Depository, etc.]

Mailing Address

[Empty line for Mailing Address]

[Empty line for Mailing Address]

[Empty line for Mailing Address]

CITY

STATE

ZIP CODE

Name of Bank, Depository, etc.

Bank of America

Mailing Address

One Bryant Park

32nd Floor

New York

CITY

NY

STATE

10038

ZIP CODE

10030404255



FEDERAL ELECTION COMMISSION  
WASHINGTON, D.C. 20463

RQ-1

August 3, 2010

MICHAEL ARCHBOLD, TREASURER  
VITAMIN SHOPPE, INC PAC  
2101 91ST STREET  
NORTH BERGEN, NJ 07047

**Response Due Date**

IDENTIFICATION NUMBER: C00485953

**09/07/2010**

REFERENCE: STATEMENT OF ORGANIZATION, RECEIVED 7/9/10

Dear Treasurer:

This letter is prompted by the Commission's preliminary review of the report(s) referenced above. This notice requests information essential to full public disclosure of your federal election campaign finances. **Failure to adequately respond by the response date noted above could result in an audit or enforcement action.** Additional information is needed for the following **1** items:

- Line 5(e) indicates that your committee is a separate segregated fund. A separate segregated fund is a political committee established, financed, maintained or controlled by a corporation, labor organization, membership organization, cooperative or trade association.

If your committee is a separate segregated fund, then an amended Statement of Organization should be submitted which identifies the connected organization (11 CFR §102.2(a)(1)(ii)) and the type of connected organization. Moreover, in accordance with 2 U.S.C. §432(e)(5), the name of any separate segregated fund is required to include the name of its connected organization. This includes any abbreviation within its title.

If your committee is not a separate segregated fund, then an amended Statement of Organization should be submitted, which indicates the appropriate type of committee. 11 CFR §102.2(a)(1)(i)

**Please note, you will not receive an additional notice from the Commission on this matter.** Adequate responses must be received by the Commission on or before the due date noted above to be taken into consideration in determining whether audit action will be initiated. Failure to comply with the provisions of the Act may also result in an enforcement action against the committee. Any response submitted by your committee will be placed on the public record and will be considered by the Commission prior to taking enforcement action. **Requests for extensions of time in which to respond will**

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VITAMIN SHOPPE INC PAC

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**not be considered.**

Electronic filers must file amendments (to include statements, designations and reports) in an electronic format and must submit an amended report in its entirety, rather than just those portions of the report that are being amended. If you should have any questions regarding this matter or wish to verify the adequacy of your response, please contact me on our toll free number (800) 424-9530 (at the prompt press 5 to reach the Reports Analysis Division) or my local number (202) 694-1152.

Sincerely,



Rosa Lewis  
Senior Campaign Finance Analyst  
Reports Analysis Division

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Federal Election Commission  
**ENVELOPE REPLACEMENT PAGE FOR INCOMING DOCUMENTS**  
 The FEC added this page to the end of this filing to indicate how it was received.

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<input type="checkbox"/> Hand Delivered	Date of Receipt
<input type="checkbox"/> USPS First Class Mail	Postmarked
<input type="checkbox"/> USPS Registered/Certified	Postmarked (R/C)
<input type="checkbox"/> USPS Priority Mail	Postmarked
Delivery Confirmation™ or Signature Confirmation™ Label <input type="checkbox"/>	
<input type="checkbox"/> USPS Express Mail	Postmarked
<input type="checkbox"/> Postmark Illegible	
<input type="checkbox"/> No Postmark	
<input checked="" type="checkbox"/> Overnight Delivery Service (Specify): <span style="margin-left: 20px;"><i>UPS</i></span>	Shipping Date <i>8/10/10</i>
Next Business Day Delivery <input checked="" type="checkbox"/>	
<input type="checkbox"/> Received from House Records & Registration Office	Date of Receipt
<input type="checkbox"/> Received from Senate Public Records Office	Date of Receipt
<input type="checkbox"/> Received from Electronic Filing Office	Date of Receipt
<input type="checkbox"/> Other (Specify):	Date of Receipt or Postmarked

*[Signature]*  
 PREPARER

*8/11/10*  
 DATE PREPARED