



ECONOMIC DEVELOPMENT
PARTNERSHIP



WHY NEBRASKA

Vireo Resources, inc. has the answer.

Greater Omaha and the State of Nebraska had all the right ingredients to continue the tremendous growth the nutraceutical company has been experiencing.

Vireo will be introducing to the market, for the first time, an immune support product that has groundbreaking immunity support. It will be the only immune support supplement on the market that has been clinically proven to boost T cells which are the major immune molecules that fight against coronavirus and COVID-19 and other respiratory diseases. Vireo is on a roll, Faulkner said, with some 40 products in the pipeline to join its 20 or so brands already on shelves and in the market.

He called the business and regulatory environment in Nebraska very pro-business. "This is a premium location for expansion." Vireo's continued expansion in Nebraska is expected to add more than \$20 million to the regional economy – and nearly 300 jobs – over the next three-to-five years on the 10-acre site.

"This current expansion sets the stage for two more planned expansions in the future that will continue to have more Nebraska products developed from Nebraska research done in partnership between Vireo and the University of Nebraska."

Faulkner says quality workforce was also a factor in his decision to expand in Plattsmouth. "We are committed to hiring the best and the brightest – from researchers, to producers to leadership, 'who we are' is paramount to 'what we do,'" he said.

"Each time the deciding factor in further expansion in Nebraska has been the incentive support the state has been able to offer as help to make the projects happen," Faulkner said, adding he is "excited to continue a collaboration that means bringing holistic health products to more people using environmentally sound, authentic practices that fit well with Nebraska's commitment to high ecological and economic standards."



A Partnership for Growth

Mark Faulkner, Vireo's chief executive, said a research collaboration with the University of Nebraska Medical Center convinced him to build in Nebraska more than a decade ago. In July of 2020, he decided to move most of his production to Plattsmouth, Nebraska just south of Omaha because of that continued partnership and the conducive environment for Medical Technology companies like his. UNMC researchers have become the core of Vireo's scientific advisory board that's enabled much of the company's progress. He credits the University of Nebraska Medical Center and other scientific partners for other timely applications.

“ UNMC's relationship with Vireo shows what can happen when industry and the university work well together. ”

Michael Dixon,
President
UNeMed Corporation

“Our working with University of Nebraska researchers directly resulted in the discovery of the molecule creatine hydrochloride. Concentrated creatine, Con-Crete products, because of its incredible cellular energetic characteristics -- became the number one sports nutrition, muscle-building product in the market.”

Michael Dixon, president and CEO of UNeMed Corporation, the commercialization arm of the University of Nebraska Medical Center, said “UNMC's relationship with Vireo shows what can happen when industry and the university work well together. We've been partners with Vireo for more than 17 years now, and that relationship has sponsored innovative research, created new products that help people around the globe, built new jobs for our citizens and added revenue for our state and local economy. Vireo is an outstanding model for a highly productive and mutually beneficial University-Industry partnership.”

About Vireo Systems, Inc.

Taking inspiration for its name from one of the Latin words for “health,” Vireo Systems, Inc. is the manufacturer of a number of nutraceuticals and health support products including AminoActiv®, the No. 1 alternative to ibuprofen and NSAIDs. Vireo was founded in 2002 as part of a project with several university-based researchers, and today, the company's products deliver safe, effective support for good health. Vireo meets industry-standard good manufacturing practices as expected by the FDA.

Vireo is headquartered just outside Nashville, Tenn., with facilities in Plattsmouth, Neb., where it manufactures a variety of holistic products for people and pets. Vireo is a certified SQF facility, the highest designation for quality products and processes.

About Greater Omaha

Greater Omaha is a No. 1 ranked up-and-coming-tech hotspot and Time magazine's 2017 No. 3 Most Up-and-Coming City in America. Recognized for its “We Don't Coast” attitude, and named America's No. 2 Best Small City, Greater Omaha is home to more than 30 communities and nearly 1 million people, with a youthful population (more than 40 percent are age 24 or younger), low cost of living and steady economic growth that outpaces the nation. Berkshire Hathaway, Mutual of Omaha, Peter Kiewit Sons' Inc. and Union Pacific – all Fortune 500 companies – call Greater Omaha “home.” The seven-county region representing the Greater Omaha Economic Development Partnership comprises 44 percent of the state's population, and more than 60 percent of Nebraska's economy.

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