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NaturalFertilityShop.com Awarded Google Trusted Store Badge

Los Angeles, California (December 16, 2013) – NaturalFertilityShop.com, the world's most comprehensive resource for fertility products and information, was recently selected to join the Google Trusted Stores program. To help shoppers identify online merchants that offer a great shopping experience, the Google Trusted Store badge is awarded to e-commerce sites that demonstrate a track record of on-time shipping and excellent customer service.

When visiting the NaturalFertilityShop.com website, shoppers can hover over the Google Trusted Store badge and see metrics on the store's shipping and customer service performance.

NaturalFertilityShop.com has a 94% rating for on-time shipping.

NaturalFertilityShop.com is very excited to be a Google Trusted Store," said Hethir Rodriguez, Founder of the Natural Fertility Company, NaturalFertilityShop.com's parent company. "This badge is a symbol of our company's core values: to make a difference, create customer amazement and embrace innovation, technology and growth. We pride ourselves in building trust with our customers, and the Google Trusted Store badge is certainly a symbol of credibility for our company."

As an added benefit, when a shopper makes a purchase at a Google Trusted Store, they have the option to select free purchase protection from Google. Then in the unlikely event of an issue with their purchase, they can request Google's help, and Google will work with NaturalFertilityShop.com and the customer to address the issue. As part of this, Google offers up to \$1,000 lifetime purchase protection for eligible purchases.

Google Trusted Stores is entirely free, both for shoppers and for online stores. The program helps online stores like NaturalFertilityCompany.com attract new customers, increase sales and differentiate themselves by showing off their excellent service via the badge on the websites.

NaturalFertilityShop.com was launched in 2007 with a mission of helping couples around the world become parents. Since its launch, the company has become the world's largest source of natural fertility information and products. Natural Fertility Shop's team of certified herbalists, nutritionists, massage therapists, and certified birth doulas are dedicated to educating and empowering couples along their journey toward parenthood.

About NaturalFertilityShop.com

NaturalFertilityShop.com is the retail segment of the Natural Fertility Company. With an information site, NaturalFertilityInfo.com, dedicated to providing couples with over 400 pages of guides and other

resources, the Natural Fertility Company is the world's largest source of natural fertility information. Each segment of the Natural Fertility Company is dedicated to educating and empowering couples so they can make the most informed decisions along their fertility journey.