



FOR IMMEDIATE RELEASE

December 1, 2008

OVATION® LIFESTYLES JOINS THE YOUNGEVITY® FAMILY OF COMPANIES

SAN DIEGO, CA - International Nutritional Products Company Youngevity® announced today its strategic alliance with Ovation™ Lifestyles, Inc, a network marketing company created by Everett Hale. With this partnership, Ovation™ will bring their signature product, triON®, an organic “Three Treasures” herbal energy tea for nourishing vitality, energy and spirit and add it to Youngevity’s® expanding line of mineral makeup, nutritional supplements, cutting-edge personal care, and wellness lifestyle products.

Youngevity® is well known in the network marketing industry for its emphasis on high-quality mineral and liquid nutritional products, and is the only network marketing company to achieve authorized Health Claims through the FDA. This marks the 14th time Youngevity® has aligned itself with a complementary network marketing company within the past 5 years. The companies have seamlessly united under one vision, further increasing long-term stability, as well as growth opportunities for distributors from all companies.

The Ovation™ opportunity was developed in 2006 by Founder and CEO, Everett Hale, who had founded two previous networking ventures and has over 45 years of business experience. Mr. Hale’s is driven by his passionate philosophy to bring the world relief from both physical and emotional suffering through natural nutrition and entrepreneurship.

“Youngevity® is proud to now have Ovation™ on board as an extension of our family of companies, I believe that this offers a fantastic opportunity for everyone involved!” said Youngevity® President, Steve Wallach.

Dr. Joel Wallach and Dr. Ma Lan founded Wellness Lifestyles Inc. in April of 1997, which then adopted the global brand “Youngevity” in April 2006. Youngevity®, now a leading designer of dietary supplements and cutting-edge personal care and wellness lifestyle products, was founded with the intent to help people “Live Younger Longer!”, and markets worldwide through a network of independent distributors. With Global headquarters in Chula Vista, California, Youngevity® holds international offices in Australia, New Zealand and Japan. For more information, visit www.youngevity.com and www.ovationlifestyles.com.

