



## NEWS RELEASE

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### YOUNGEVITY® FLOURISHES IN TOUGH ECONOMIC TIMES

SAN DIEGO, CA - International Health and Wellness Company Youngevity® announced today its unprecedented growth during times when many companies are experiencing layoffs and cutbacks. A privately held company, Youngevity does not publically disclose financial statements. However, Youngevity® President, Steve Wallach stated that the company has experienced a gain in sales in excess of 25% for the first two months of 2009.

The rapid rise in sales and recruiting can be attributed to several factors, stated Steve Wallach, "In an economic downturn such as the one we are experiencing, we generally see an increase in the number of people seeking additional income streams, often outside of mainstream business. With the unemployment rate currently hovering around 8.1% nationwide and foreclosures at an all time high, a lot of people are looking for a way to make ends meet. Youngevity provides that opportunity for them."

Is network marketing recession-proof? Over the past 12 months, the number of unemployed persons has increased by 4.1 million and the unemployment rate has risen by 2.7 percentage points. While traditional companies are downsizing, the number of people turning to network marketing has steadily increased during that same period. In fact, some are saying the next 5 years will be the golden age of network marketing.

Having partnered with 14 other companies over the past 5 years, Youngevity was poised for growth and had shored up its resources and infrastructure to ensure adequate field support and smooth operations, further increasing long-term stability. Youngevity's increase in sales has come primarily from their core wellness products, as well as the addition of Tru Chocolate, a healthy weight management chocolate that has taken the nation by storm.

Known as the "Guilt-Free Chocolate," TRŪ Nutrition's TRŪ Chocolate was originally created as a healthy and tasty treat for calorie conscious people. Today, it is a delicious treat everyone can enjoy, boasting many healthful benefits not found in other chocolates. Each serving contains only 36 calories, an ORAC (Oxygen Radical Absorbance Capacity) score of 3040, and a proprietary herbal blend that promotes healthy blood-sugar levels without sugar or artificial sweeteners. As a result, TRŪ Chocolate is becoming increasingly popular amongst dieters and health-conscious consumers everywhere.

"We are coming off our annual convention which was held at Bally's in Las Vegas in early February" stated Mr. Wallach, "Our independent sales force is excited and stimulated by the opportunity we provide. They realize that Youngevity® can provide a solution to their financial and health challenges and

they are seizing this opportunity. In fact, I would like to take this opportunity to publicly congratulate and thank the entire Youngevity team of independent distributors for showing people that we have an opportunity everyone can afford (sign up is just \$10) and everyone needs. They are walking the talk!"

At Youngevity's Convention in February, keynote speaker Suzanne Somers announced a soon to be released wellness product which will be available exclusively through the Youngevity family of companies, further validating this opportunity and boosting enthusiasm – particularly that of her sales force of Suzanne™ Consultants. Suzanne, a long-time entertainment icon, is a passionate advocate of anti-aging and wellness and recently appeared on the Oprah Winfrey Show to discuss her anti-aging strategies.

Youngevity®, well known in the network marketing industry for its emphasis on high-quality mineral and liquid nutritional products, is the only MLM company to achieve authorized Health Claims through the FDA.

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](http://www.youngevity.com).

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