



PRESS RELEASE

For Immediate Release

June 1, 2008

YOUNGEVITY® AND TRŪ NUTRITION™ JOIN FORCES

SAN DIEGO, CA - International Nutritional Products Company Youngevity® announced today its strategic alliance with TRŪ Nutrition™, a single-product network marketing company. With this partnership, TRŪ Nutrition™ brings their much-anticipated flagship product, TRŪ Chocolate™, to Youngevity's® expanding line of nutritional supplements, mineral makeup, cutting-edge personal care, and wellness lifestyle products.

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. This marks the tenth time Youngevity® has aligned itself with another similar MLM company within the past 48 months. The companies have seamlessly united under one vision, further increasing long-term stability, as well as growth opportunities for distributors from all companies.

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 excited to offer TRŪ Chocolate, a truly healthy and antioxidant-rich chocolate that's not only great for you, but great tasting too!" said Steve Wallach, President and GIC of Youngevity®.

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.

###