



NEWS RELEASE:

To: Business Editors

Date: Monday 1 January 2010

Company Contacts:

Mark R. Bernier
President & Chief Executive Officer
Aviara Holdings, LLC
(801) 850-9181
markb@aviaralife.com

www.aviaralife.com

Aviara Holdings, LLC Releases First Elements of its Long-Term Marketing, Branding & Communications Strategy

Aviara in partnership with Axis41 has begun the process of releasing the Company's permanent branding as it shifts from a soft-launch to a regular state phase of its business.

(SALT LAKE CITY, Utah, 1 January 2010) – Mark R. Bernier, president and chief executive officer of Aviara Holdings, LLC., a South Jordan, Utah based firm that creates scientifically formulated nutritional products specifically for person-to-person distribution is today releasing the first design elements associated with the Company's permanent branding, marketing and communications strategy. The release of these initial elements has been timed to coincide with the Company moving from the soft-launch phase of its business development towards normal operations. The pre-launch phase was designed to test the Company's supply chain vendors while allowing Founding Distributors the ability to have meaningful input into the Company's products, strategies and processes.. The Company had previously announced that special pre-launch branding and limited edition product packaging had been designed in

partnership with Axis41 and was implemented during the pre-launch phase to help build large scale corporate and product recognition.

Aviara Holdings, LLC, through its wholly owned subsidiary, Aviara Life Products, LLC (collectively referred to as “Aviara”) is a professional business organization that creates scientifically formulated nutritional products specifically for person-to-person distribution. Aviara is headquartered in South Jordan, Utah and has begun to shift from its pre-launch phase towards official roll out of its products, web presence and distributor compensation systems which are expected to be completed by the end of February 2010. Visit Aviara on the web at www.aviaralife.com.

“We are pleased to show the public what direction we are going in regarding our permanent marketing, branding and communications strategies.” said Mark Bernier, Aviara’s CEO. “We have created a great tasting nutritional system that many consumers will use to enhance their health while potentially creating income from the home based business opportunity we are offering. The release today of our new corporate logo and color schemes supports the extremely high quality approach we have taken towards everything regarding our business.”

“From a branding perspective, the Aviara mark is fresh and innovative blending perfectly with the founder’s vision and business objectives. The visual identity positions them as a market leader and demonstrates their uniqueness in the marketplace.” said Amy Skylling VP of Strategy at Axis41.

In 2009, Aviara partnered with Axis41, a nationally focused marketing & communications agency, to act as the Company’s virtual in-house Marketing, Design and Branding department. Axis41, working with Company management, has designed a long-term marketing and communications strategy for Aviara and is primarily responsible for all aspects of the design of the Company’s marketing and communications issues including the elements being released today.

“We are excited to be working with Aviara and helping them execute on their long-term strategy using our expertise in branding, messaging, web marketing, and social media.” Said Ron Pynes, Partner at Axis41. “Mark and his team have a unique understanding of the value of developing long term marketing

and brand management strategies which allows Axis41 to utilize all of our skills in helping Aviara to develop their company into a best of class provider within their industry.”

Mark R. Bernier is president of Thornton Equities, LLC, which is located in Carlsbad, California - telephone (760) 314-7842 and via e-mail at markb@aviaralife.com.

Ron Pynes is a Partner at Axis41 which is located in Salt lake City, Utah - telephone (801) 303-6301 and via e-mail at rpynes@axis41.com.

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