



NEWS RELEASE:

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Company Contacts:

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

www.aviaralife.com

Aviara Holdings, LLC Announces Final Product Names and Innovative Packaging Solutions

New names and packaging, created in partnership with Axis41, help to communicate Aviara's super-premium brand message. The new product packaging also supports Aviara's socially responsible mission to be as environmentally sensitive as possible.

(SALT LAKE CITY, Utah, 2 February 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 releasing the official names and bottle designs of its liquid nutritional system today. In the early phases of the Company's development, Aviara's products were known as "AM" and "PM", and today they are being changed to their final names of "Lumia" and "Somia."

The names chosen by Aviara share a similar ending sound, to reinforce the unique system behind Aviara's products, while their meanings help convey where each product falls in the Company's nutritional system: Lumia is taken from the Latin word *lumens*, meaning "light," and Somia plays off the Latin root *somnus*, for "sleep."

The final packaging features aluminum composite bottles, which were chosen for their uniqueness and for their recyclability. As part of its environmental sustainability program, Aviara is instituting a recycling program for all bottles. Aluminum's light weight also allows Aviara to ship more of its product with less fuel per shipment, further reducing the company's carbon footprint.

“We undertook an exhaustive search to find packaging partners that could help Aviara deliver on our green environmental initiatives. It was very important to us to find a packaging option that had the least impact on the environment.” said Mark R. Bernier, Aviara's chief executive officer. “Aluminum has also been used safely by the food and beverage industry for many years, which gave us extra confidence to shift our packaging from glass. Plus, it will protect the contents from light, preventing nutrient or quality loss. We are also proud to announce that our new product packaging is completely manufactured in the United States as opposed to most glass alternatives which are typically manufactured in China or Mexico. The pearl luminescent and metallic finishes on each of the bottles will help the consumer connect with the super-premium nature of our products and the substantial health benefits associated with them.”

Both the nomenclature and the design of the bottles were created by Axis41 a nationally focused marketing and communications agency (Axis41 also designed the pre-launch bottles). Shaun Steele, art director at Axis 41, talks about the ideas behind the new designs:

“The Aviara pre-launch bottles gave us a good starting point to design the new bottles for Lumia and Somia. We included a subtle tie-in to the pre-launch bottle design, which featured flourishes that represented the botanicals that make up the formulation for the two products. For the new bottles we refined those flourishes to surround a shield-like shape that contains the product information. We chose to enclose the information in a shield to convey a sense of strength, security, and validity.”

“The colors evolved from the brighter pre-launch bottles to a palette more conducive to a high-end, premium look. The colors still reflect the colors of their respective nectar, but aren't necessarily an exact match, as before. Another addition to the new color palette was the introduction of accent colors. We've added metallic gold to Lumia and metallic silver to Somia to complement the bolder, primary product colors. Gold reflects the color of the morning sun and silver reflects the color of the evening sky.”

In 2009, Aviara partnered with Axis41 (www.axis41.com) to act as their virtual in-house marketing, design and branding department. Axis41 has designed a long-term marketing and communications strategy for Aviara and is primarily responsible for all aspects of the design of their marketing and communications, including the elements being released today.

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. For more information, visit Aviara on the web at www.aviaralife.com.

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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