



NEWS RELEASE:

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Aviara Announces Fall Fashion Lines

Company's initial foray into fashion to include a women's luxury line of active-wear inspired fashion items. Collection to be released in Fall 2011 which will include four innovative themes and approximately 60 individual pieces.

(SALT LAKE CITY, Utah, MONTREAL, Canada 16 February 2011) – Cydney Mar, Director of Fashion of Aviara Life Products, LLC., a South Jordan, Utah based lifestyle product company that offers people options to improve their health and well-being, announced today that the Company will release its initial fashion line in Fall 2011. As previously announced, Cydney Mar, through Cydney Mar Inc. of Montreal Canada, has joined Aviara as its head of its apparel division named Aviara Fashion.

The Aviara Fall Collection will be made up four distinct themes, including: Cargo, Deconstructed Lux, Yacht and Exclusive Tees. Aviara's approach to fashion is unique in that it is positioning itself as a luxury branded line of women's apparel that is active wear inspired and that utilizes fashion fabrics with performance features. The Fall Collection was designed and is being manufactured by Cydney Mar Inc. on behalf of Aviara.

The Cargo theme is inspired by a cargo and military look and includes the use of tencel twill and neoprene fabrics that include a relaxed comfortable fit. Aviara's Deconstructed Lux theme provides an unfinished look done with class made up of precious fibers and layered pieces that can go from the gym to a night on the town. The line includes cashmere touch fabrics along with bamboo jerseys and foil finishes. As the name suggests, Aviara's Fall Yacht themed line was designed with a nautical inspiration including relaxed and modern look with a casual feel. Fabrics of the line include supplex and drapery rayons along with luxurious French terry. While being released as part of its Fall line, Aviara's Exclusive Tees will be



available through Aviara's website year-round. Exclusive Tees are a line of luxury screen-printed tees that will provoke a mood or play a part in ongoing themes. This collection will have an organic feel and a socially conscience message as the pieces will be made up of organic or reprieve cotton fibers and bamboo which is sustainably grown.

"It's very exciting to be invited to join the Aviara family." Said Cydney Mar, Founder and CEO of Cydney Mar Inc. "I love the idea of wellness with style as I truly believe looking great starts with a healthy lifestyle. I will bring my experiences as a former professional athlete together with my 30-year fashion career to help Aviara create a new category of clothing where on trend fashion meets active-wear. I have always asked myself why no one has created a line of clothing that lets you look fashionably fabulous while living an active lifestyle. Aviara has provided me with the platform to deliver such a line of clothing."

"We are extremely happy with Cydney's initial line for Aviara." said Mark R. Bernier, Aviara's chief executive officer. "The designs and underlying themes fit in well with Aviara's business model and our continued environmental efforts. We are pleased by the initial reactions that we have received on the collection from our wholesale distribution channels as well as our direct-to-consumer feedback."

Aviara Holdings, LLC, through its wholly owned subsidiary, Aviara Life Products, LLC (collectively referred to as "Aviara") is a professional business organization that creates premium branded health & fitness lifestyle products specifically for distribution through direct marketing channels. Aviara combines televised sales through established home shopping networks and limited-scope infomercials, together with web-based online and viral marketing strategies, which are supported by a proprietary individual referral program. Aviara is headquartered in South Jordan, Utah. For more information, visit Aviara on the web at www.aviaralife.com.

Cydney Mar is a former Canadian National Team professional figure skater who has developed into a world-renown fashion designer over the last 30 years. Ms. Mar is well known for selling her branded apparel on Canada's The Shopping Channel as well as QVC Worldwide where she has over 600 hours of live television appearances in the US, Canada, UK and Japan. Cydney Mar maintains her own fashion labels under the Cydney Mar and Inner Peace brands and has developed private label apparel lines for Walmart, Cirque du Soliel and others. Her designs have been featured in Lucky Magazine, Chatelaine and Flare as well as on CTV and CNN.

Mark R. Bernier is president of Aviara Life Products, LLC, which is located in South Jordan, Utah - telephone (801) 850-9181 and via e-mail at markb@aviaralife.com.

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Sample fashion piece from the Cydney Mar Inc. Fall Collection.
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