



NEWS RELEASE:

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Aviara Starts Shipping Product Utilizing its Innovative and Technologically Advanced New Packaging

Packaging provides dramatic “shelf-impact” and communicates Aviara’s super-premium brand message while protecting its contents. The new product packaging also supports Aviara’s socially responsible mission to be as environmentally sensitive as possible.

(SALT LAKE CITY, Utah, 1 August 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, announced today that the Company has started shipping its products utilizing its previously announced new packaging. The packaging includes proprietary aluminum composite bottles for each of its Lumia and Somia products as well as a new full color laminated shipping box. Both the bottles and the box feature high-impact graphics not possible on the previous packaging and they are 100% recyclable.

The final packaging features aluminum composite bottles, which were chosen to protect Aviara’s unique ingredients from deteriorating UV rays as well as 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.

The aluminum bottle debuted in 2003 and has been used in a variety of beverage applications since that time. The bottles being used by Aviara are proprietary and are durable, re-sealable, fast chilling and are the number one alternative to plastic and glass. Aviara’s aluminum bottles also utilize a food-grade



internal and external lining to protect product taste and purity. The facilities used by Aviara to manufacturer its packaging are all ISO 9002 Registered.

“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 Company’s targeted customer connect with the super-premium nature of our products and the substantial health benefits associated with them.”

“Aviara is dedicated to providing an innovative 24 hour delivery system that contains the highest quality ingredients available. The technological advances incorporated into our packaging provides the most protection available and ensures that our valuable ingredients reach consumers in a potent and efficient manner.” said Rick Grigsby, Aviara’s chief science officer. “We feel that our product is truly a category creator, providing bioactive ingredients in a good tasting format which provides necessary nutrients for an active, healthy lifestyle.”

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 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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