



NEWS RELEASE:

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Aviara Signs Televised Shopping Celebrity and Expands Product Lines

Company is transitioning to a health & beauty lifestyle company to be promoted on international television shopping networks, television infomercials, and via the world-wide web while utilizing a network marketing infrastructure. New Company offerings include an active lifestyle apparel line as well as an all-natural, non-toxic line of cosmetics and skin care products.

(SALT LAKE CITY, Utah, 29 September 2010) – Mark R. Bernier, president and chief executive officer of Aviara Holdings, LLC., a South Jordan, Utah based firm that creates premium branded health & fitness lifestyle products specifically for distribution through direct marketing channels, announced today that the Company has executed an agreement with Cydney Mar, Inc. The agreements will expand Aviara's product lines into active lifestyle apparel and toxin-free cosmetic and skin care products. The agreements also provide for Cydney Mar, a former professional figure skater and international fashion designer to join Aviara's management team, act as Aviara spokespersons and to cross promote Aviara's products through various new marketing channels.

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 Soleil and others. Her designs have been featured in Lucky Magazine, Chatelaine and Flare as well as on CTV and CNN.

“It’s very exciting to be invited to join the Aviara family” said Cydney Mar, Founder of Cydney Mar, Inc., “As a former professional athlete, I truly believe that a healthy lifestyle is a sure pathway to living one’s best life. My new affiliation with Aviara allows me the opportunity to utilize all of my design experience to create a fabulous lifestyle collection that will hopefully inspire people to be more active and healthy. We all need a bit of encouragement to get out there and move, be it for a good walk, going to the gym or other fun exercise activities. Hopefully our Aviara Lifestyle Collection will do just that.”

“We are extremely happy to have Cydney join the Aviara family as we have made the conscious decision to expand our product offerings to include active lifestyle apparel as well as provide a healthy alternative to cosmetics and skin care.” said Mark R. Bernier, Aviara’s chief executive officer. “Aviara is creating a robust online social community dedicated to health, wellness and fitness lifestyles and we will be providing substantial web-based content to educate consumers on how to live a healthier life. Consumers are gravitating to such online brands as Lance Armstrong’s livestrong.com, doctoroz.com, eas.com and lululemon.com. It is our belief that we will be the first end-to-end consumer healthy lifestyle brand that will bring together content on how to live a healthy life together with proprietary nutritional supplements, active lifestyle clothing and health and beauty lines.”

Aviara will combine television marketing through established home shopping networks and infomercials, together with web-based online and viral marketing strategies which will be supported by a network marketing system for those seeking to earn income promoting Aviara’s products. Aviara expects to launch its television marketing strategies in 2011.

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 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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