

FOR IMMEDIATE RELEASE:

CONTACT:

John Laun
Director, Marketing Communications
ViSalus Sciences
(310) 388-8700
john@visalus.com
www.visalus.com

ViSalus Sciences Steps Wisely into Energy Drink Market with *ViSalus Neuro*

“Smart Energy” drink positioning will drive company to rise with growing industry

LOS ANGELES, CA – APRIL 12, 2007 – ViSalus Sciences, a leading wellness company and exclusive distributor of the patented Vi-PAK, an advanced anti-aging and energy system, has announced the development of *ViSalus Neuro*, an effervescent energy drink mix.

With *Neuro*, ViSalus makes a bold step into a new industry while still keeping in line with its commitment to high-quality healthy wellness products. The drink, which will come in both Lemon Lift and Raspberry Boost flavors, mixes almost instantly in 16 ounces of water.

ViSalus Neuro vaults the company into the rapidly-growing energy drink market and compliments the ViSalus product line with a broad-appeal option. Currently a \$3 billion industry worldwide, total energy drink sales are expected to top \$10 billion by 2010. With upwards of 60% annual growth in the United States alone, the potential of this market has yet to be tapped.

The product launch is being led by Vice President of Marketing and Brand Development Audrey Sommerfeld, who recently came to ViSalus after a distinguished career as Vice President of Global Marketing for Herbalife International. “I wanted to give ViSalus not just a chip in the lucrative energy drink game, but a chance to separate our product from the sugary, caffeine-loaded drinks that can often leave you feeling jittery. *ViSalus Neuro* has a unique, patent-pending blend of ingredients to provide healthy Smart Energy – giving you that extra edge to help you throughout the entire day.”

Perhaps the most distinct way in which *Neuro* achieved its “Smart Energy” goal is through the use of *Rhodiola*, a popular plant in traditional medical systems of Eastern Europe and Asia, with a reputation for stimulating the nervous system improving depression, enhancing work performance, improving sleep and eliminating fatigue. Russian Olympic athletes have long used *Rhodiola* to boost energy and endurance in their training.

Dr. Michael Seidman, ViSalus Sciences Director of Product Research and Development, credits this addition as well as a unique herb blend for making *Neuro* a healthy energy source. “*Rhodiola* gives your body the right kind of energy boost, and the unique herb blend in this product is designed to help improve focus and mental acuity. The presence of Green Tea and its well-documented health benefits means that *ViSalus Neuro* is not just an energy boost, but a healthy choice among what I feel is a marketplace full of troubling alternatives.”

ViSalus Neuro will hit the marketplace in the next 60 days, and will enjoy a spirited launch at the next ViSalus national event, Ignite. Taking place in Omaha, Nebraska, the event, themed “Seeds of Change,” will bring together distributors from across the country to witness launch of *ViSalus Neuro* and celebrate what has been a record-breaking start to 2007.

In the first quarter of this year, ViSalus has seen exponential growth spurred by staggering Vi-PAK sales and impressive response to a BMW Program. Since the launching of the ViSalus Bimmer Club in October of 2006, nearly 150 distributors have qualified for a monthly bonus to pay for a brand-new ViSalus-branded black BMW.

With the company positioned to put even more distributors into BMW’s in Q2, and with the pending launch of *ViSalus Neuro*, ViSalus and its thriving community of nationwide distributors are set for a landmark year.

-- END --