



INTRODUCING NEW MONAVIE PULSE GEL

[Salt Lake City, UT] – January 22, 2009 – MonaVie (www.monavie.com), maker of the premier blend of the Brazilian acai berry, today announces the release of MonaVie Pulse Gel—the on-the-go companion to the heart-healthy Pulse beverage.

“MonaVie Pulse delivers a powerhouse combination of ingredients to aid in heart health, in addition to a superior level of antioxidants,” says Dallin Larsen, MonaVie founder and president. “And now with the release of MonaVie Pulse Gel packs, heart health is more convenient for athletes, outdoor enthusiasts, road warriors, and others who are on-the-go.”

The MonaVie Pulse formula is enriched with plant sterols, which studies suggest play a key factor in lowering cholesterol. Foods containing at least 0.4 grams per serving of plant sterols, eaten twice a day with meals for a daily total intake of at least 0.8 grams and as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Two servings of MonaVie Pulse Gel contain 0.8 grams of plant sterols.

Key Benefits:

- Delivers heart healthy levels of plant sterols to help maintain existing healthy cholesterol levels.
- Features resveratrol, which supports the cardiovascular system by helping protect healthy blood vessels.
- Offers potent antioxidant protection against free radicals.
- Delivers the antioxidant capacity of approximately 13 servings of fruits and vegetables in just four ounces.

The MonaVie formula is a blend of 19 fruits, including the antioxidant-rich acai berry as the foundation ingredient. Acai contains concentrated levels of anthocyanins—a family of antioxidants that assists in neutralizing the harmful effects free radicals can have on the body.

MonaVie Pulse Gel is available through MonaVie’s network of independent distributors. For more information about MonaVie brand products or to join the MonaVie family, call 1-866-217-8455, or visit www.monavie.com.

ABOUT MONAVIE LLC

MonaVie LLC is a rapidly growing company that distributes products to markets around the world. Introduced in January 2005, MonaVie develops and markets scientifically formulated, premium quality products, specifically for person-to-person distribution. Developed with a philosophy of Balance-Variety-Moderation, MonaVie brand products deliver phytonutrients and antioxidants to promote and maintain a healthy and active lifestyle.



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