

Genesis PURE™ Supports Rapid International Expansion

Exponential growth in foreign markets requires new employees

Draper, UT – July 11, 2011 – When Genesis PURE moved their corporate headquarters to Draper, UT almost one year ago, it was with the premise of expansion. The new, larger facility is filling even more quickly than anticipated as Genesis PURE's products gain popularity and new staff members join to accommodate the growing distributor base.

A graduate of the University of Utah, Cooper Li has joined the Genesis PURE team as the Director of Asia Pacific. His ten plus years of experience in the network marketing industry have included everything from training distributors to overseeing the rigorous registration process to allow products to be sold in foreign markets. His forward-thinking mentality and commitment to the success of the distributors will be invaluable as Genesis PURE continues to experience record-breaking growth throughout Asia Pacific.

With the amount of growth happening globally, Li will be working closely with the newly appointed Vice President of International, James Porter. Porter has been an integral part of Genesis PURE's development from its inception, offering his 20 years of industry experience. With his responsibilities ranging from website creation to international relations, he has proven to be an asset to this powerhouse known as Genesis PURE. His new role as Vice President of International will allow him to focus his talents on the growing foreign markets with an emphasis on Asia Pacific. Fluent in Mandarin Chinese and experienced in all facets of international business, Porter will work closely with Li to grow and support the Genesis PURE foundation around the world.

For more information about Genesis PURE, visit www.GenesisPURE.com.

About Genesis PURE

Genesis PURE launched in October of 2009 and was created to offer the very best in nutrition and opportunity to the world. Genesis PURE is focused on revolutionizing the nutritional network marketing industry through their product philosophy of "Cleanse, Balance, and Build," their lucrative Rewards Plan and experienced management team. PURE is more than a name at Genesis PURE. They maintain that what differentiates them is that they are built on PURE intentions, ingredients, loyalty, and quality.

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