

Genesis PURE Expands, Opens New Will Call Facilities

Increasing sales require new buildings in Kwanju, Korea and Honolulu, Hawaii along with internal promotions

American Fork, UT – May 17, 2010 – Genesis PURE, a revolutionary nutritional supplement company based in American Fork UT, announced some changes to their executive team today. Each one of the Genesis PURE executives brings with him/her unique qualities and background experience that has led this young company to incredible success. As many of their competitors fizzle out, Genesis PURE continues to build upon their solid foundation based on a combined experience of over 100 years.

Reggie Rappleye has been promoted to Chief Financial Officer. Rappleye's history in managing explosive growth successfully has been a huge asset to Genesis PURE. His experience in international accounting and finance has allowed Genesis PURE to easily expand globally. He is also credited with implementing several internal processes which have saved the company thousands of dollars.

Brittani Lambert, who has been with the company since its inception, has accepted the position of Vice President of Communications. Lambert has been an integral part of the executive team, pulling on her experience in contact center management, marketing, sales, and events. Her understanding of the diverse distributor base Genesis PURE has, she has been able to utilize the plethora of communication avenues available in today's high-tech world, keeping the Independent Business Owners (IBOs) informed and educated.

Jinhee Woo's 14 years of experience in the network marketing industry have proven invaluable to Genesis PURE's growth. While overseeing the development of the large Korean demographic, sales have more than doubled. In her new role as Divisional VP of North American Korean Business Development, she will continue to support the ongoing Korean growth domestically as well as coordinate and assist with Korean growth internationally. Woo's new role will allow her to work closely with Moses Yoo who has recently been appointed to the position of Vice President Asia as well as Country Manager of Genesis PURE Korea. Yoo will continue to reside in Korea while assisting in all Asian markets.

These recent changes in their management team coupled with the continued efforts of James Porter as CIO, Rick Redford as Vice President of Sales and Marketing, and Daren Hogge as President has solidified their place within the network marketing industry. Company President, Daren Hogge speaks fondly of his coworkers stating that, "there has never been a better team assembled in any company within the direct sales industry."

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.

Contact Information

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