

Genesis PURE™ Continues to Create a Foundation to Build On

Explosive growth creates new opportunities

Draper, UT – June 21, 2011 – Genesis PURE is creating a strong foundation needed in order to stay ahead of the massive growth trend they are generating. As new sales records are met and exceeded week after week, this impressive crew has set an incredible standard that many competitors have begun comparing themselves to. This young company continues to evolve, with some exciting changes to three key departments: marketing, customer service, and operations.

Marmion Harrington, newly appointed Director of Marketing has been with Genesis PURE since its inception. A graduate of Brigham Young University, Harrington is a California native with over a decade of experience in the industry. Starting as a Project Manager for a billion dollar direct sales company, she quickly climbed the corporate ladder; earning a reputation as one of the most versatile and efficient members of the marketing and production team. Over the years, she has done everything from organizing and managing events, recognition programs, and corporate retreats, to launching new products, product lines, and markets. She will now direct all aspects of marketing which includes strategizing, design, promotions, imaging, and branding. Her new role will be crucial in Genesis PURE's continued expansion.

Although relatively new to the direct sales industry, Misty Martinez is no stranger to hard work and unwavering customer service and she is quickly making a name for herself as one of the most driven and committed members of the Genesis PURE team. Recently promoted to the position of Senior Manager of IBO Success, Martinez has been on the front lines of Genesis PURE's growth; catering to the needs of their IBOs (Independent Business Owners) along the way. Her genuine desire to see the IBOs succeed is her top priority when addressing any aspect of customer service; whether that be hiring and training her top-notch staff, developing international liaisons for each new market, or coordinating new processes to communicate IBOs' requests to other departments.

With an invaluable background in manufacturing and client relations, Paula Hendricks has transitioned into the role of Director of Operations without missing a beat. With product demand ever-increasing, her role in sourcing the purest ingredients and maintaining inventory levels is of utmost importance. She has pulled on her years of experience to establish a streamlined operations program unlike anything in the industry while overseeing product development, packaging, and quality assurance. Constantly ahead of the curve, Hendricks actively seeks out opportunities to improve the end result and contribute to her own bottom line: ensure the IBOs receive their product in the quickest, cheapest, and most effective way possible.

These recent changes to three of Genesis PURE's most crucial departments have paved the way for further growth; allowing the company to share its unique products and opportunity with 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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