

Addison, Texas – August 29, 2011

Nerium™ International, LLC of Addison, TX and Nerium SkinCare™, Inc., a subsidiary of Nerium Biotechnology, Inc.®, of San Antonio, TX are pleased to announce their exclusive licensing partnership. This partnership was designed with the purpose of building a global brand through the development and distribution of breakthrough products in the anti-aging skincare market.

Founded in 2006, Nerium Biotechnology, Inc. was created to fund research focused on new technology and applications of the *Nerium oleander* plant, with ongoing research at the University of Texas MD Anderson Cancer Center, the University of Texas at San Antonio, ST&T Research, and Louisiana State University. Use of the *Nerium oleander* plant has been identified in ancient texts and folklore for more than 1,500 years, but it wasn't until the last century that the scientific community took interest in researching its properties. While researching the uses of the *Nerium oleander* plant, Nerium Biotechnology, Inc. made an accidental discovery: *Nerium oleander* possesses unique qualities that produce remarkable age-defying results when applied to the skin.

This discovery, with product development through Nerium SkinCare, Inc., led to the creation of the NeriumAD™ skincare line. "When we realized the potential of our skincare applications, we started looking for the most effective distribution channel available," says Dennis Knocke, Chairman and CEO of Nerium Biotechnology, Inc., "We are committed to developing life-changing products. Our team's dedicated research determined that relationship marketing was the premier method to reach consumers, and all roads in determining how best to accomplish this led us directly to Jeff Olson."



Jeff Olson, Founder and CEO of Nerium International, is a leader and powerhouse in the direct sales industry. Olson says of Nerium SkinCare, Inc., "They're not just a supplier. They're our partner. Our purpose is to build a global brand of breakthrough products in the anti-aging skincare market."

"We are well-positioned with the new, exclusive partnership between Nerium SkinCare, Inc. and Jeff Olson to build a major global brand," says Knocke. Nerium International markets breakthrough products validated by real science.

"As a former Director of the Templeton Growth Fund, I have researched companies and investments at the highest levels," says Nerium Biotechnology, Inc. Board Member Peter Nettelfield. "What I see with the Nerium partnership is truly unique and has the potential to not only change lives, but change the skincare market."

In 2009, Nerium SkinCare, Inc. was developed as a division of Nerium Biotechnology, Inc. to provide for research, new product development, formulation, testing, and manufacturing of all skincare applications, including the patent-pending *Nerium oleander* extract, NAE-8™. In 2011, Nerium International partnered with Nerium SkinCare, Inc. to build a global, first-of-its-kind skincare line based on a strong, scientific foundation.

Says Knocke, "When the medical director of a multibillion-dollar pharmaceutical company learned of our research of *Nerium oleander*, he said, "The dermal applications of *Nerium oleander* alone have the potential to be worth our entire product pipeline."

Third-party clinical trials show that Nerium International's first product to market, NeriumAD Age-Defying Treatment, dramatically reduces the appearance of fine lines and wrinkles, hyperpigmentation, uneven skin texture, enlarged pores, and aging or sun-damaged skin. The night cream is intended for daily use and has proven to be safe for all skin types.

Don Smothers, Chief Executive Officer of Natural Technology, Inc., states "Although I have formulated thousands of products in my 40+ years in the skincare manufacturing industry, I have never seen a product that delivers results as quickly and effectively as NeriumAD."

Headquartered in Addison, Texas, Nerium International is a relationship marketing company led by a seasoned executive team with over 150 years of collective experience in the industry. Says Olson, "Nerium International will raise the bar for the direct sales industry. We've spent time creating world-class tools for our Brand Partners. They're equipped with the marketing tools and assets to reach consumers in person, online, and even via their smartphones and iPads."

The direct sales industry generates \$125 billion per year, and skincare is the dominant category in the industry. Due to the revolutionary nature of NeriumAD, says Olson, "We expect this to be the most successful launch of a direct sales company in years."

The company has aggressive plans for both product development and global expansion.

###