



P R E S S R E L E A S E

For Immediate Release

May 1, 2006

Contact: Ashley Matheson

800-982-3197 x 6450

amatheson@youngevity.com

www.youngevity.com

American Longevity® Changes Name To Youngevity® For Greater Global BRAND Recognition

SAN DIEGO, CALIFORNIA – American Longevity®, a leading designer of dietary supplements and cutting-edge personal care and wellness lifestyle products, founded by Joel D. Wallach BS, DVM, ND, and Ma Lan MD, MS, announces a company name change to Youngevity®, effective immediately. The name change more effectively aligns the company’s corporate name with company objective, brand designation, and is a major step in the company’s Global Branding strategy.

Established in 1991 in Dallas, Texas with the intent to help people “Live Younger Longer!”, Youngevity® formed a strategic alliance with American Longevity® in April 2004. Youngevity® is known for its comprehensive “Anti-Aging” product line and emphasis on quality products and company integrity.

“American Longevity® has steadily evolved over the last nine years. Our new corporate identity of Youngevity® more aptly embodies the global scope of our company and the full nature of our expanding product line and company emphasis,” said Dr. Wallach.

In the last two years, the company has acquired four nutritional companies seamlessly united under one vision, further increasing long-term stability, as well as growth opportunities for distributors from all companies.

Youngevity® will further establish its strong and unified presence as a leading and growing global health and wellness company; and will continue to bring the latest in innovative nutritional information and science to the public so they may make better-informed lifestyle choices.

The company’s Global headquarters is located in Chula Vista, California. Youngevity® holds international offices in Australia, New Zealand and Japan. Youngevity® markets its products worldwide through a network of independent distributors. For more information, visit www.youngevity.com.