

ForeverGreen Projects Increased Revenues in 2008

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OREM, Utah--(BUSINESS WIRE)--ForeverGreen Corp., (OTCBB:[FVRG](#)) a whole food nutritional company, today announced sales of its recently launched Energy Drink continue to drive increased unit sales and recruiting for the company.

The energy drink was launched to an overwhelming response and sales have exceeded expectations in its first months of existence. The company is seeking to make this new product line a driving force in its sales growth and will be making some exciting announcements regarding it at their 2008 global convention.

ForeverGreen's core business is straight forward; provide nutritional products that consist of only all natural whole foods without the added preservatives, sugars, and artificial flavoring that are the usual mainstays in the average diet. FrequenSea®, a wholefood beverage containing over 200 species of phytoplankton and other highly bio-available plant extracts, remains the company's flagship product. Sales of FrequenSea have averaged over \$1.3 million dollars per month or approximately 75% of total product sales.

Distributors of ForeverGreen products often introduce FrequenSea first to new customers as the lead in product, but that is not all the company has to offer. ForeverGreen's catalog consists of over 200 individual world class items, designed to create and maintain better nutrition and personal health. Currently, essential oils rank as the second most successful product line, while Thunder, a meal replacement drink which has been featured in several health books, is the second best individual selling product.

These distributors are sure to be charged up due to the company's recently launched energy drink. This new product line goes against the traditional energy drink industry's grain, which has packed beverages with loads of sugars and added caffeine to provide a short energy boost that is often followed with a sharp crash. ForeverGreen took a healthy approach to provide sustainable energy by combining all natural ingredients known for giving the human body energy, without the synthetic additives or extra sugars.

This year's convention will be held the first week of April and will set the tone for the remainder of the fiscal year. In addition to new products and distribution announcements, the company will advise the distributors on proven ways to grow and expand their businesses. Currently only two distributors have achieved the highest rank in the company's marketing plan, while several others are poised to achieve this pinnacle, proving once again the many opportunities for growth that always exist in the Distributor field.

Additional opportunities for growth included the company's foundational building efforts in several foreign markets. ForeverGreen currently services customers in Canada, Mexico, United Kingdom, Germany, Netherlands, Singapore, Japan, Australia, and New Zealand. Many of these markets are in the early stages of development as new leaders are coming forward to build the distributor network. In the recent months, Mexico has seen sales growth in excess of 100% month-over-month. The new energy drinks will be introduced to many of these markets in 2008, which have already shown interest in the product line.

"In 2007 we laid the framework for exciting growth in 2008," stated Ron Williams CEO of ForeverGreen. "If one only looks at the sales figures in 2007, while they were up, I believe they miss the big picture of what this company has achieved as well as our future direction. A core focus of ours was reducing cost and expenditures to ensure long term profitability and stability as a going concern. We accomplished this goal in each and every quarter and in turn for the year. We also opened several new regions, countries and markets for our future international expansion. This will pay great dividends in 2008 and beyond. To top it off, a new product line was launched that broadens our appeal to a new and younger demographic that previously was less accessible with our core market products. Energy drinks are largely consumed by the 18-35 demographic, which we only brushed in our previous marketing efforts. Once these consumers try our drink and see the results without the common downsides, they will be receptive to our expanding catalog of offerings. In conclusion, we are well poised for new growth and expect a record revenue year for the company."

www.forevergreen.org

ForeverGreen Worldwide Corporation develops, manufactures and distributes an expansive line of all natural products to North America, Australia, Europe, and Asia. Offerings include FrequenSea™ a whole-food beverage, 24 Karat Chocolate®, ForeverYoung™ Essential Oils, Pulse™, a whole-food snack or meal replacement and an entire catalog of meals, snacks, household cleaners and personal care products.

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