

ForeverGreen's New Initiatives Driving Sales

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OREM, Utah--(BUSINESS WIRE)--ForeverGreen Worldwide Corporation (OTCBB:[FVRG](#) - [News](#)) a manufacturer and distributor of all natural whole foods, today announced the company's aggressive sales and marketing strategies are driving new revenues which have resulted in record volumes for the month of April.

Over the past few months, ForeverGreen has launched several new initiatives designed to help distributors grow their businesses as well as attract new customers. These include the Jump Start Program, the launch of new online business tools, and entering the Latin American markets. A barometer the company uses to monitor new customer activity is through weekly checks the company sends to distributors. Since January the number of weekly checks has more than doubled, an indicator of both current and future growth.

More revealing figures include the number of Jump Start Packs sold. The Jump Start program provides an opportunity for distributors to be rapidly rewarded for creating growth. Through the initial 60 days of the program, the company has sold nearly 3,000 kits, or almost 50 per day.

Also, ForeverGreen recently began introducing the company to the Latin American community, along with Spanish literature, websites, and meetings. The initial response has been quite strong and the company has already signed up numerous Latin distributors. ForeverGreen views these activities as a gateway to entering Mexico later this year.

"We have taken an aggressive approach to expanding our business model and attracting new distributors and customers," commented V.P. of Business Development Rick Redford. "Our efforts are resulting in new growth for both the company and our distributors. All of our growth indicators are trending upward, a very exciting barometer for things to come."

Additionally, ForeverGreen has chosen to file an extension for its first quarter fiscal 10Q filing. This quarter is the first combined quarter since the merger of ForeverGreen and Whole Living, and the company is taking the necessary time to complete its quarterly review for the period.

"We are very excited about the current growth we are seeing in our business model," commented ForeverGreen CEO Ronald Williams "We

are looking forward to showing our distributors, customers, and shareholders our continuing success."

ForeverGreen Worldwide Corporation develops, manufactures and distributes an expansive line of all natural products to North America, Australia, Europe, and Asia. Offerings include FrequenSea(TM) a whole food beverage, Pulse(TM) a whole food snack or meal replacement, 24k Chocolate®, and an entire catalog of meals, snacks, personal care items and essential oils.

www.forevergreen.org

Forward Looking Statements

This press release contains certain forward-looking statements. Investors are cautioned that certain statements in this release are "forward looking statements" and involve both known and unknown risks, uncertainties and other factors. Such uncertainties include, among others, certain risks associated with the operation of the company described above. The Company's actual results could differ materially from expected results.

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