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### **ViSalus Sciences Donates to American Idol Gives Back Foundation**

(Los Angeles, Calif. April 15, 2008) -- ViSalus Sciences, leaders in innovative nutritional solutions, has made a donation to the American Idol Gives Back Foundation. The charity broadcast event took place last Wednesday in support of education, health and other services for children and their families in the U.S. and nationwide.

"When we learned we could save thousands of lives with a donation, we acted immediately," said Ryan Blair, CEO of ViSalus Sciences. "Hearing that a malaria vaccine costs a mere 49 cents, and that millions of people in Africa die every year because of a lack of attention to this and other issues, we had to do something."

Blair highlighted philanthropy among the core values of the company. "ViSalus stands for life, health and prosperity," he said. "Prosperity to us is more than just the financial gains, but what you do with them. With efforts like this, we can serve as an example for our Distributors, giving back to the causes that touch our hearts."

The ViSalus Community supports hundreds of charities and nonprofits through the company's partnership with Make The Difference Network (MTDN.com). Created by actress Jessica Biel and her father Jon, the site connects donors looking to give back with charities and nonprofits in need of support.

"Giving is something every entrepreneur should do," said Blake Mallen, ViSalus Chief Marketing Officer who co-founded ViSalus Sciences with Blair. "We make that a central focus of our company's core values."

"American Idol noticed that their vast network of viewers was not just a revenue source for FOX, but a force for change if mobilized in the right direction," added Nick Sarnicola, Chief Sales Officer and third Founder of ViSalus Sciences. "With a community of Customers and Distributors who are passionate about giving back, we felt a responsibility to give them an avenue to do that, and to set the example as a company."

Idol Gives Back began as a charity event in 2007 and has developed into a foundation started by FremantleMedia North America, Fox Broadcasting Company and 19 Entertainment. Simon Fuller, director and president of the American Idol Gives Back Foundation, is also CEO of 19 Entertainment, a producer of the Emmy award-winning television show.

#### About ViSalus Sciences

ViSalus Sciences is a leading direct sales company in the health and wellness industry. The company provides innovative health solutions through high quality patented wellness products such as the Vi-PAK Advanced Anti-Aging and Energy System and ViSalus NEURO Smart Energy Drink. The company recently launched the Trim Slim Shape Program for weight loss and weight management. The ViSalus Sciences product line was developed by a Medical Advisory Board, highlighted by Dr. Michael Seidman, a revered member of the medical community and a recognized expert in the field of nutritional supplements.

For more information about ViSalus Sciences, visit [www.visalus.com](http://www.visalus.com), or contact John Laun at (323)297-9211 or [press@visalus.com](mailto:press@visalus.com).

To learn more about the charities and nonprofits ViSalus supports through Make The Difference Network, visit [www.mtdn.com](http://www.mtdn.com).